MAD

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CHEAP

No. 91

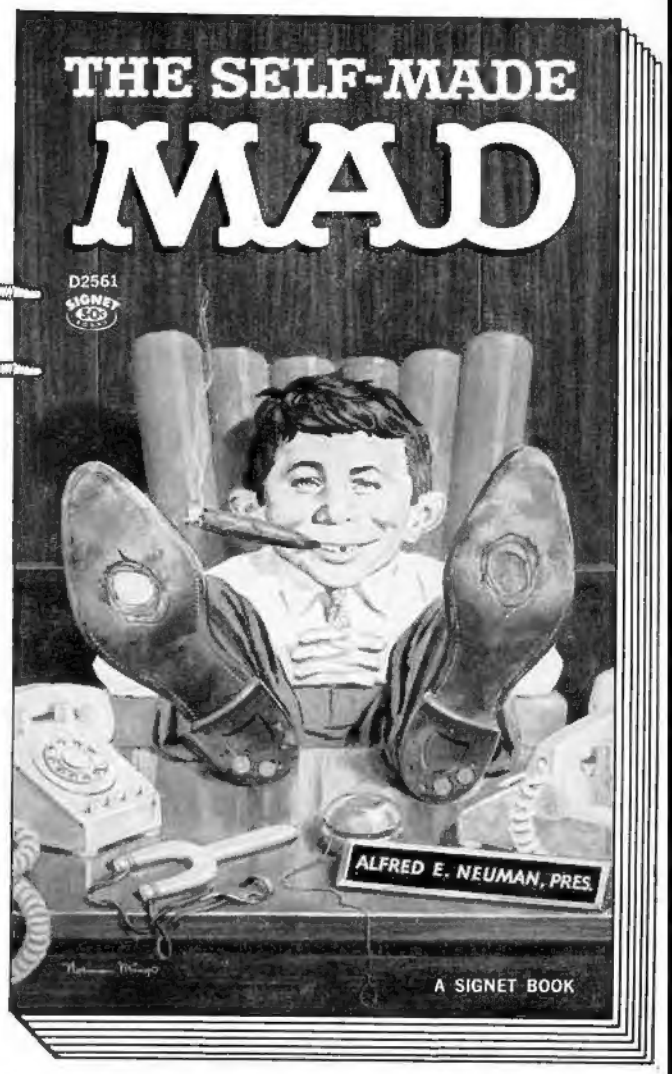
Dec. '64

IF YOU THINK OUR

LAST ISSUE

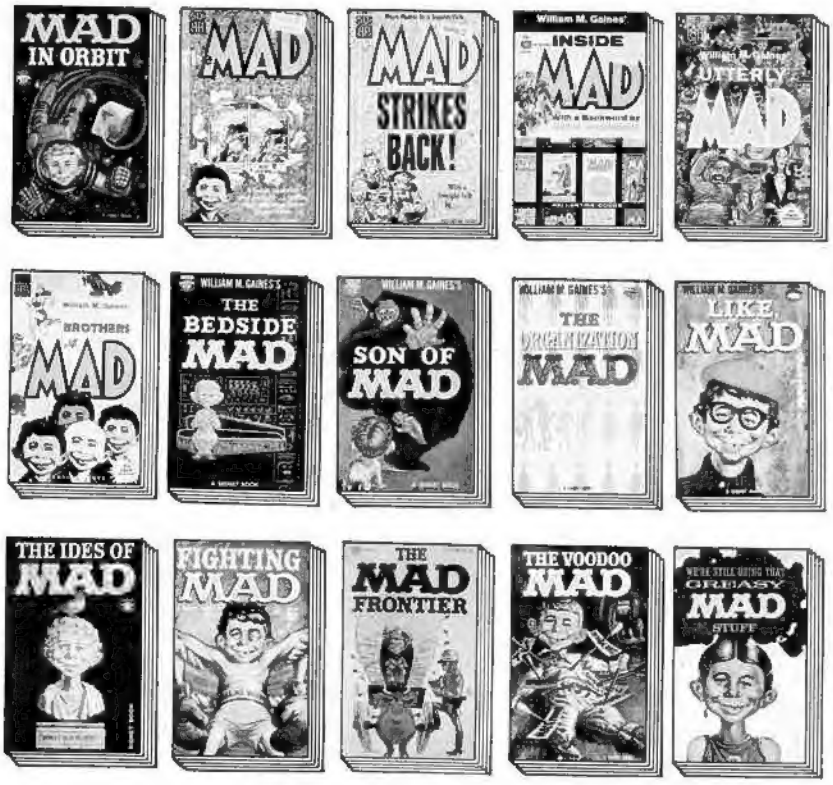
WAS BAD, WAIT'LL YOU
READ THIS ONE!

THE MEN AT MAD HAVE CLIMBED TO THE TOP OF THE HEAP



. . . MAINLY, THEY'VE CLIMBED TO THE TOP OF THE HEAP OF GARBAGE THEY'VE PUBLISHED IN PAST ISSUES OF THE MAGAZINE—TO BRING YOU

Another fiasco in a long line of ridiculous attempts at success, which brought you these other 19 failures . . .



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☐ Greasy MAD Stuff
☐ Three-Ring MAD
☐ Don Martin Steps Out
☐ Don Martin Bounces Back
☐ Dave Berg Looks At The USA

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NUMBER 91 DECEMBER 1964

MAD

"A tree is something that stands in one place for fifty years, and then all of a sudden jumps out in front of a woman driver."
Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*
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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Going To The Movies 38
CAPITOL PUNISHMENT DEPARTMENT
How Bad Childhood Habits Help In A Congressional Career.. 33
DON MARTIN DEPARTMENT
"A Fairy Tale" 19
DRUM-SHTICK DEPARTMENT
A Celebrity's Wallet (Ringo Starr) 14
EXTRA-ORDINARY OPPORTUNITIES DEPARTMENT
Little-Known Jobs In TV 16
5-RING CIRCUS DEPARTMENT
A MAD Look At The Summer Olympics 10
HOME SWEET HOMEROOM DEPARTMENT
Mr. Nudnik 45
HYSTERICAL FICTION DEPARTMENT
Today's Celebrities—Tomorrow's Historical Heroes 27
I GOT MY BLOB THROUGH THE N.Y. TIMES DEPARTMENT
New Movie Monsters From The Business World 20
INHALE-SAFE DEPARTMENT
Some MAD Devices For Safer Smoking 4
JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 23
Spy Vs. Spy Vs. Spy 44
LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2
MARGINAL THINKING DEPARTMENT
Drawn-Out Dramas ..... **
NAME YOUR POISON DEPARTMENT
Why Not Warnings On All Packages 36
STIFLING A YARN DEPARTMENT
Twisted MAD Tales (For Twisted MAD Readers) 42
TALK OF THE TOWN DEPARTMENT
The Sights And Sounds Of The U.S.A. (Washington, D.C.) 24
VIVA VILLAIN DEPARTMENT
Movie Heroes Are Finks 8

**Various Places Around The Magazine

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VITAL FEATURES

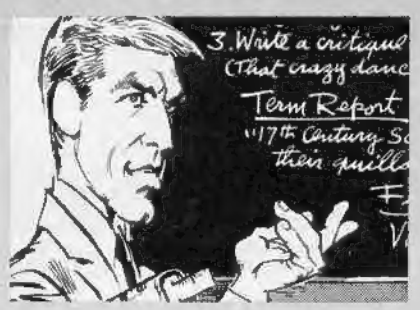
SOME MAD DEVICES FOR SAFER SMOKING Pg. 4

MOVIE HEROES ARE FINKS Pg. 8

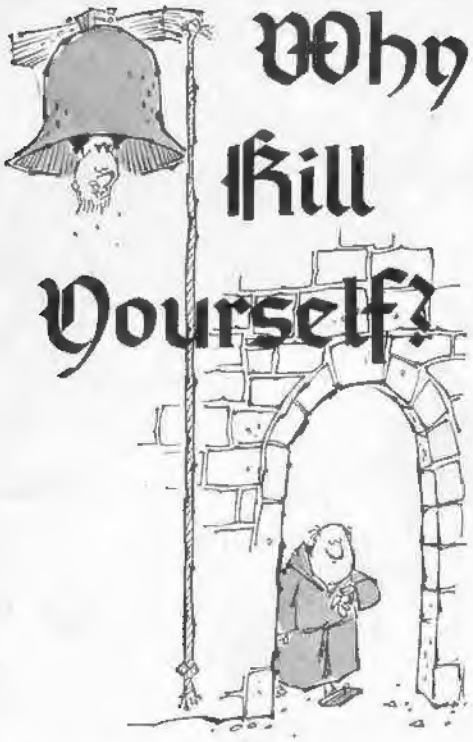
A MAD LOOK AT THE SUMMER OLYMPICS Pg. 10

WHEN CELEBRITIES BECOME HEROES Pg. 27

THE LIGHTER SIDE OF GOING TO THE MOVIES Pg. 38



MR. NUDNIK (A MAD TV SATIRE) Pg. 45



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IRVING, come home. All is forgiven. And I promise to replace that 4-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid, that you had framed in your room by sending 25¢ (50¢ for 3) to MAD, Dept. "What—Color?", 850 Third Ave., New York, N.Y. 10022—Mother.

LETTERS DEPT.

PRESIDENTIAL SCHOLAR

The photo enclosed was taken at the Washington National Airport when the "Presidential Scholars" arrived. The boy holding MAD Magazine is Darland Conrad Smith of Jackson, Miss., one of the 64 boys selected as a Presidential Scholar. ("These awards are to recognize the most precious resource of the United States—the brainpower of its young people—to encourage the pursuit of intellectual attainment among all our young people" Statement of Pres. Lyndon Johnson as quoted in *Time*—June 12, 1964.)

John A. Stupalsky
Washington, D.C.

NO IFS, ANDS, OR BUTTS

Till now, my teenage children read your magazine with relish. After your "Us Cigarette-Makers" will fight rather than quit"! ad satire, I will join them with pleasure. You're wonderful!

Joseph Clark
Dir. of Press and
Special Publications
American Cancer Society
New York, N.Y.

Your ad satire hit the spot—mainly my corroded lungs. I intend to stop smoking. Thanks so much for the inspiration.

Leila Schneiderman
Bronx, N.Y.

ALFRED E. NEUMAN FOR PRESIDENT

I was delighted to see an "Alfred E. Neuman For President" sign standing out among the crowd of political campaigners on a major television network.

David Welchel
Rock Hill, S.C.

On July 9th, Jim Graham, Don Davis, Jack Gipe, Mike Antosik, Steve De Zeraga, and myself, Eric Knudsen, made placards and pasted our Alfred E. Neuman posters on them and met Barry Goldwater at the San Francisco International Airport. When Goldwater began to speak we raised our placards. The Goldwaterians made attempts to tear them down. There were six of us against 2000 Barry G. rooters. Jack, our placard holder, was on the shoulders of Steve, while the rest of us battled the crowd. The odds were too much. The crowd finally subdued us and our Alfie for President signs were ripped and thrown to the ground.

After the tussle, Walter Winchell interviewed us. This is an excerpt from his July 10th column:

"More exciting was the brouhaha at S.F. Airport. As Mr. Goldwater reached the mikes, several teen-urgers from Burlingame hoisted a taunting placard featuring the silly grin of "MAD" magazine's star character, 'Alfred E. Neuman', a mental cripple whose comic logic is quoted wide and far.

Goldwater rooters scuffled with the picketeers, ripping the sign into splinters, shreds and bits. Wow! were they miffed!"

We watched the news on TV Thursday evening. We were on every channel. I think our initiative deserves special recognition in your magazine.

Eric Knudsen
Burlingame, Calif.

My heartiest congratulations to the San Francisco booster who so courageously welcomed Sen. Goldwater with an "Alfred E. Neuman For President" poster.

Brian Bice
Peoria, Ill.

Did you happen to *pay* that nut to hold up that sign?

Jon Grams
Glendale, Mo.

No! He paid us! Mainly, he sent in for an "Alfred E. Neuman For President Kit." The offer expires this issue. See ad below!—Ed.

DECLARE YOUR SUPPORT FOR THE BEST MAN WITH AN "ALFRED E. NEUMAN FOR PRESIDENT" CAMPAIGN KIT

HERE'S WHAT YOU GET: AND ALL FOR ONLY $1.00!

A SELF-ADHESIVE 4" x 17" DAY-GLO BUMPER STICKER

A 2½" FULL COLOR CAMPAIGN BUTTON

SIX LAPEL TABS

MAD ZEPPELIN

Okay, I give up! What is it? I'm referring to that balloon with the boat hanging . . . I mean that steam engine under the . . . in the . . . I mean . . . well, you know what I mean!

Lee Whittlesay
Norman, Okla.

You guys probably figure half the population of the world will write in and ask about your "MAD Zeppelin" a la "Moxie" and "Arthur," so I'll start the ball rolling: Okay? What is it, and why is it, and how do we grow one?

David Freedman
Brooklyn, N.Y.

Notice the enclosed photograph which appeared in the *Chicago Sun Times*. Notice all the skill and technical ability which went into the design of the craft. Notice its amazing simple construction, obviously the work of a staff of brilliant engineers. Notice that you are beginning to think that the thing is strangely familiar. Of course! It's the "MAD Zeppelin" in disguise! Notice that you are being watched! Notice that the government must be going MAD!

Leonard Slobodin
Chicago, Ill.

I'm not sure our Flex Wing engineers would agree with your comparison of our "Fleep" and the "MAD Zeppelin."

George J. Becker, Jr.
Ryan Aeronautical Co.
San Diego, Calif.

MAD ACADEMY AWARDS FOR PARENTS

May I sincerely compliment you on your superb satire, "Academy Awards For Parents."

Tom Hansen
West Hartford, Conn.

"The MAD Academy Awards For Parents" was one of the best things you ever put in your magazine.

Niel Gershowitz
Hightown, N.J.

. . . one of your funniest, it really hits the mark, the mark being many parents who use their children as status symbols, push them into ultra-early "maturity" and drive them into analysis.

Eric Goldner
Floral Park, N.Y.

You left out one major parental cliche. It goes like this: "I only hope—when you grow up and get married—you'll have children just like you who'll treat you the way you treat me"!

Jeffrey Barron
Chicago, Ill.

NAUTICAL BUT NICE

I'll bet you thought nobody would notice that the nautical flags in "The MAD Guide To Power Boating" (#89) spelled out "What Me Worry" and Alfred E. Neuman." Well, you were right, nobody did!

Bart Barlow
Glen Cove, L.I., N.Y.

GLUTTON FOR PUN-ISHMENT

Your many, many fans have left almost no stone unturned in their efforts to compliment your superlative magazine. One area, however, has been most unexplainably neglected. I refer to those masterpieces of witticism—the "Department" headings.

Jim Martin
Cheyenne, Wyo.

RECURRING MISTAKE

I guess you get a lot of mail picking out some obscure mistakes you've made in each issue of your magazine, but I'm writing this letter to point out a terrible mistake you make repeatedly—at least eight times a year. Mainly, you publish the magazine itself.

Robert Bernstein
Chicago, Illinois

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I enclose **$1.00.** Please send me my **"Alfred E. Neuman For President" kit.** People all over are talking about the idea of running Alfie for President—mainly what a **stupid** idea it is—and I want to prove that they're right!

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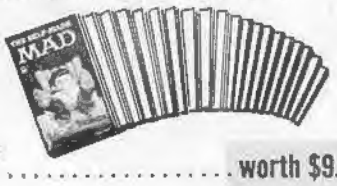

A BUST OF ALFRED E. NEUMAN . . . . . worth $1.00

A COPY OF "MAD FOLLIES NO. 2" (THE LATEST MAD ANNUAL) . . . . . worth .50

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INHALE-SAFE DEPT.

Smoking has been linked with so many horrible sicknesses, you'd imagine that everybody would be giving it up. Not so! Most smokers simply cannot! And so—they are now doubly-plagued! Not only are they deteriorating physically from smoking, but mentally, too—from worrying about it. In order to help all these poor trapped souls, we now offer . . .

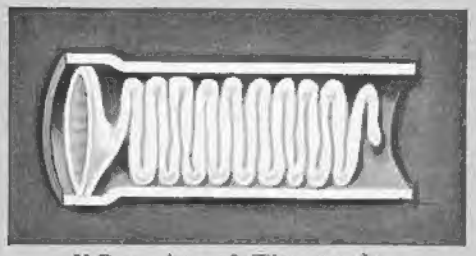
SOME MAD DEVICES FOR SAFER SMOKING

ARTIST & WRITER: AL JAFFEE

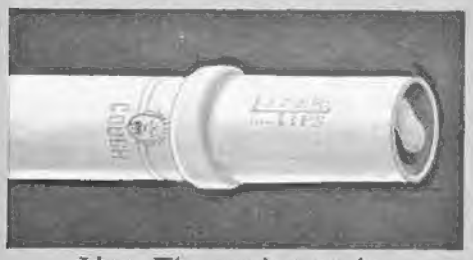
Cigarette smoking is largely a nervous habit in which the act of "lighting up" and "taking a deep drag" is more important than the actual smoke!—so say leading

DISPOSABLE LUNG-LINER TIPS

"Lung-Liner Tips" come in boxes of 20 to accommodate regular pack of cigarettes.

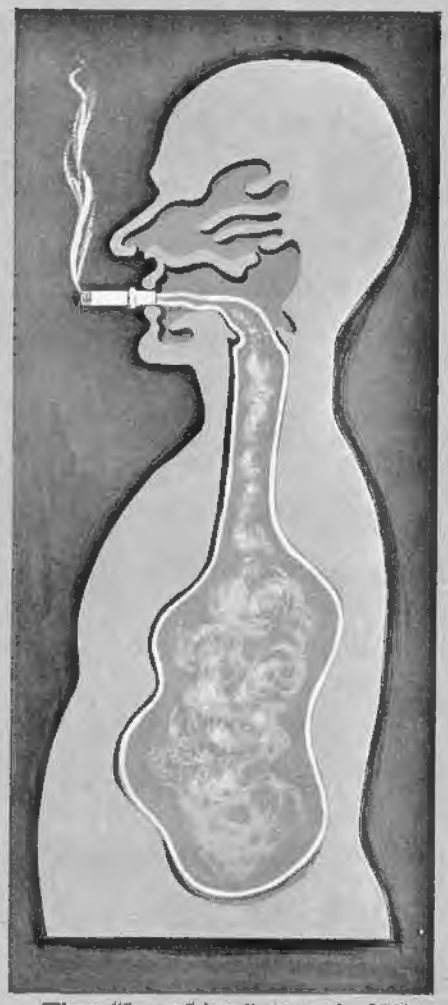


X-Ray view of Tip reveals folded plastic bag inside.

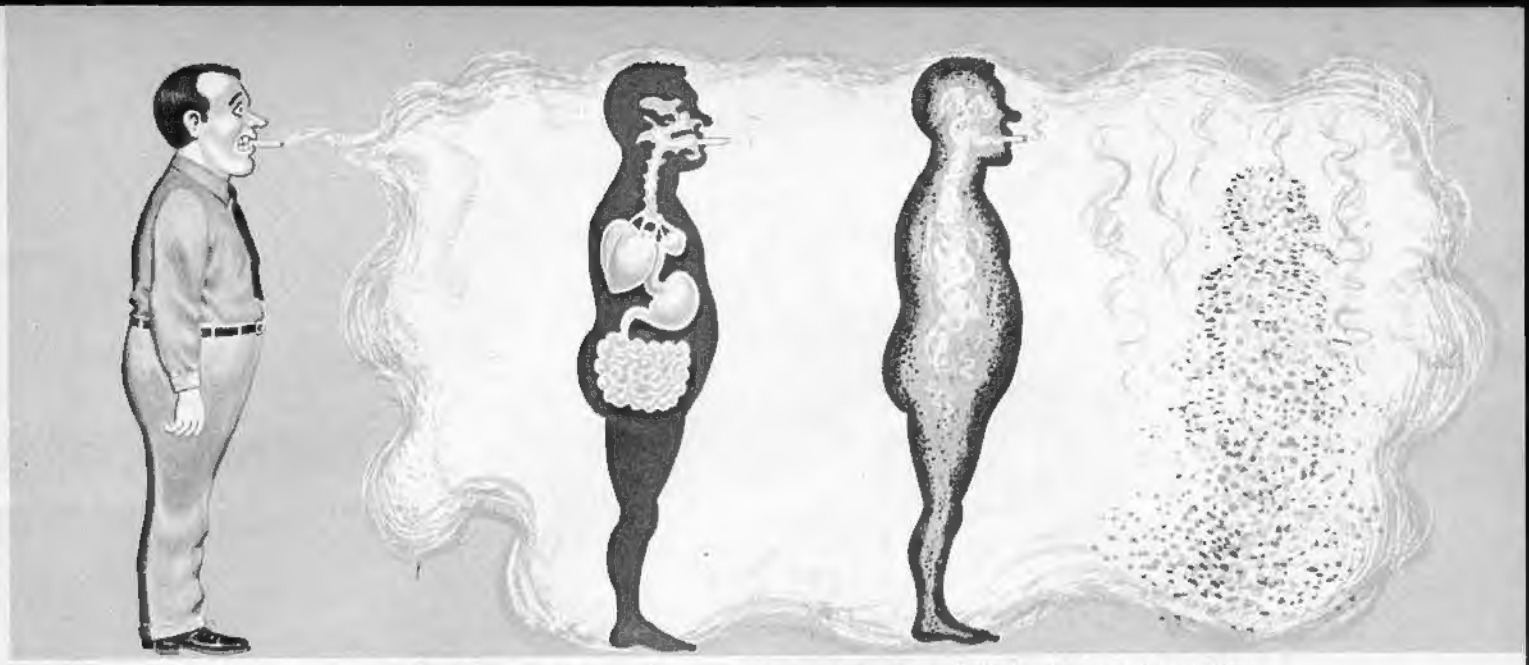


Liner Tip attaches to the cigarette, and looks just like a regular filter tip.

As smoker inhales, folded plastic liner is drawn down throat into lungs. Plastic is extremely thin, clings like Saran Wrap to insides.



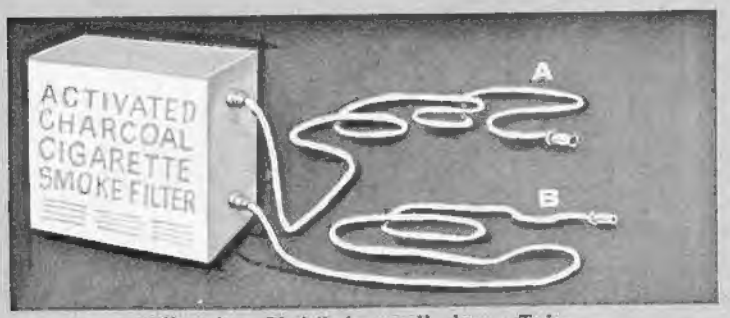
Thus, "Lung-Liner" transmits 90% of smoking's sensation with 100% safety. After use, liner is easily withdrawn for convenient disposal.



A SMOKER'S MENTAL PICTURE OF WHAT'S HAPPENING INSIDE HIM

psychologists. With this in mind, MAD has designed—and now offers—these devices which retain the main actions of smoking while eliminating the smoke itself . . .

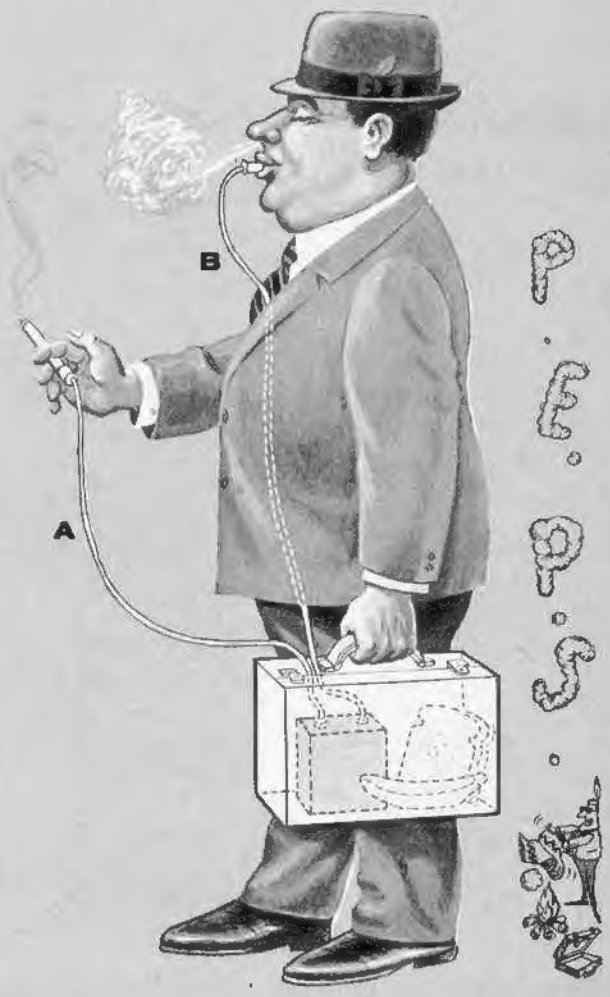
PORTABLE FILTRATION UNITS



"Filtration Unit" is small, but efficient version of a Military Gas Mask canister.

Close up of cross-section shows pinch-proof construction of tubes "A" and "B".

Filtration Units can be fitted into any number of portable containers, such as attache case, lunch box, handbag, etc.



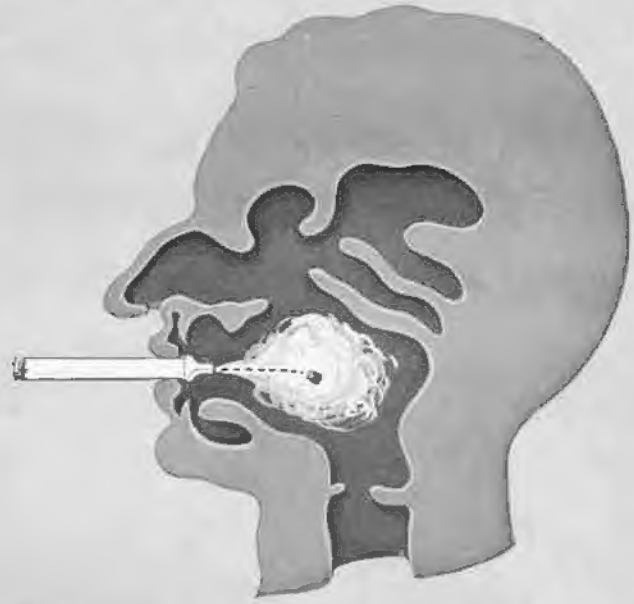
In use, when smoker inhales, harmful smoke travels down from cigarette thru tube "A" to Filtration Unit, returns as pure fresh air thru tube "B" to healthy satisfied smoker.

SMOKE SIMULATORS

"Smoke Simulators" also come in boxes of 20 . . . providing one for each cigarette.

Simulators are hollow Pyrex tubes filled with water **"A"** and corked at one end **"B"**.

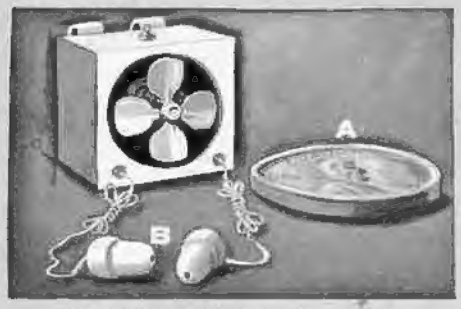
Inserted into cigarette, note how disc **"C"** blocks smoke, seals off end of cigarette.



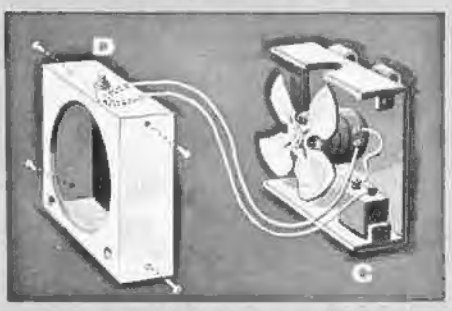
As smoker lights up, hot ash of cigarette boils water in Pyrex Simulator tube. Steam pops cork (which is made of edible material and can be swallowed safely). The steam feels just like smoke. Tests in dark rooms proved this: A smoker cannot distinguish between real smoke, hot air, or steam. Now, smoking with a cold (using Simulator) is not only enjoyable, but downright soothing and healing as well!

The following devices are for the confirmed smoker who must taste the real smoke if he is to be satisfied. For

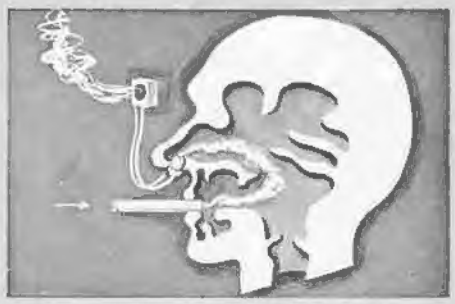
NASAL EXHAUST FAN



Tiny "Nasal Exhaust Fan" (Note size of penny **"A"**!) has flesh-tone tubes and nose plugs **"B"**.



Tiny fan motor is powered by long-lasting battery **"C"** and is controlled by switch **"D"**.



In operation, fan pulls smoke from cigarette up through nose, thus avoiding throat and lungs.

Attached to eyeglasses

Hidden in beard

Used like a hearing aid

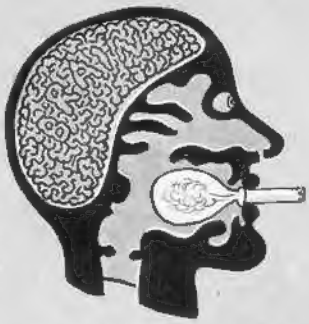
 There are many possible ways of wearing a "Nasal Exhaust Fan". A few are shown above. Main benefit of this device is: it keeps smoke from affecting hard-to-get-at throat and lungs. Nose cancer is much easier to reach and treat.

SMOKE-EJECTOR BULBS

"Smoke-Ejector Bulbs" are small balloon-like objects

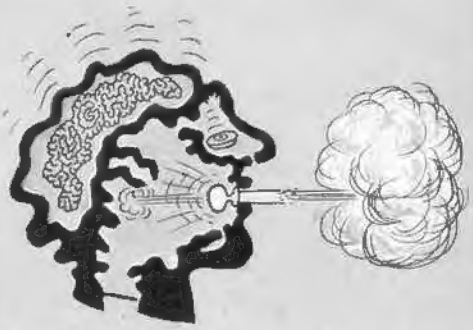
They attach easily to the mouth end of any cigarette, filtered or unfiltered.

Smoker inserts cigarette—with "Smoke-Ejector Bulb" attached—into mouth, and lights cigarette normally.



As smoker begins to inhale, the Ejector Bulb begins to fill with smoke and expand.

Smoke-Ejector Bulb keeps on expanding as long as smoker is able to keep on inhaling.



If smoker releases tension, Bulb collapses and smoke is ejected without ever touching the inside of his mouth.

him, cutting down the amount and the intensity of smoke taken in may at least reduce the danger to some degree.

"HOT LIPS" DISCOURAGER

The "Hot Lips" Discourager is made of an extremely high heat-conducting silver rod with a silver tip at the end.

Silver rod is inserted into cigarette, and silver tip fits flush to cigarette-end like an expensive holder.

As smoker begins to puff, silver rod heats up fast and transmits heat to end which sears smoker's lips. Hardy smokers may stick till half the cigarette is gone, but average threshold of pain makes most quit ¼ way thru.

THE "PSYCHOLOGICAL WARFARE" INSERT

This ingenious insert looks like a solid metal spike, but is actually hollow. Somewhere between **"A"** and **"B"** there is an explosive charge. When inserted into the center of the cigarette with the **"Safety Zone"** toward the end to be lit, it affords a short time to enjoy the smoke. However, any daring smoker who has the explosive charge blow up in his face usually never ventures past the **"Safety Zone"** again.

Smoker who almost waited too long before disposing of butt.

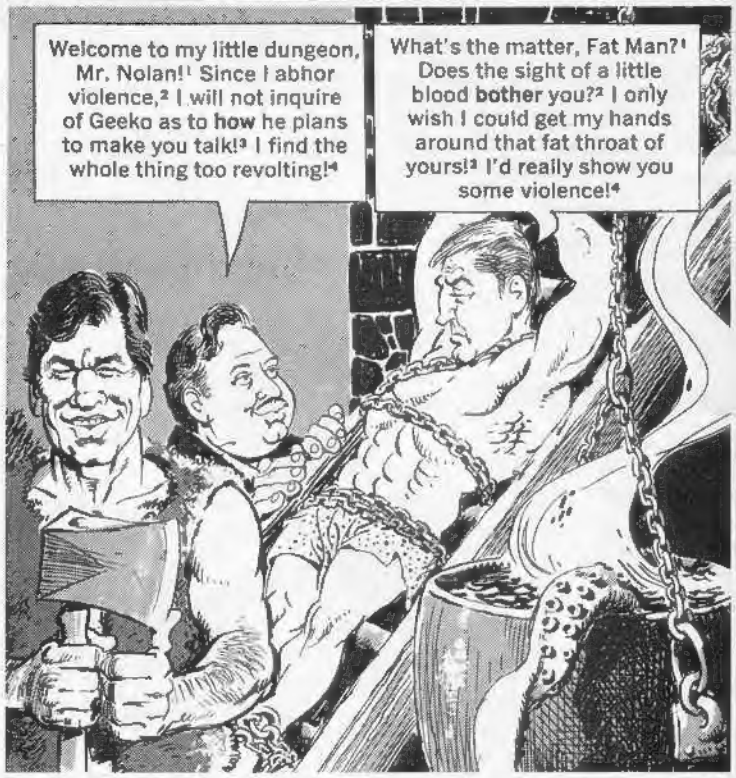
Today's so-called "Movie Villain"—it seems to us—is really quite a nice guy who possesses all of the desirable qualities, while today's so-called "Movie Hero"—on the other hand—is nothing but a rotten louse who possesses all the undesirable traits. And we can prove it. Study these few typical scenes involving typical heroes and villains—with the typical dialogue all foot-noted—and see if you don't agree that:

MOVIE HEROES are FINKS or

"Hey There, Audience, You've Been Booing The Wrong Guy!"

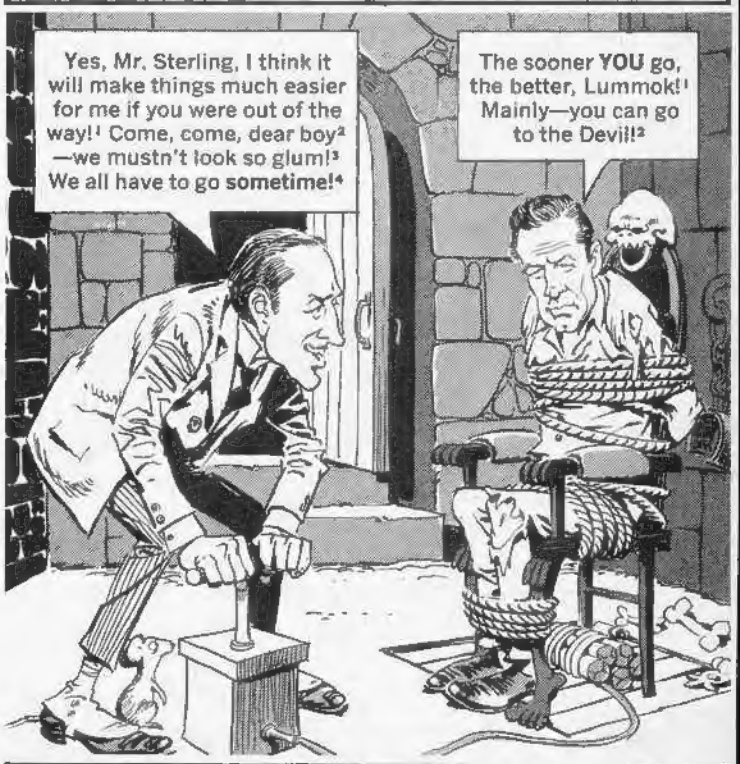
ARTIST: MORT DRUCKER WRITER: HARRY PURVIS

SO-CALLED VILLAIN	SO-CALLED HERO



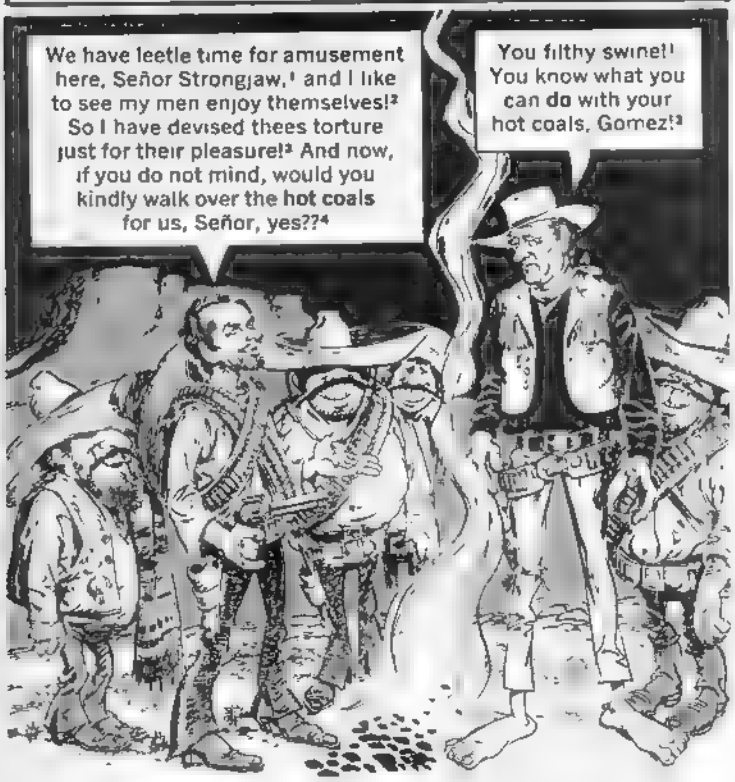
1. HOSPITABLE	1. INSULTING
2. PEACE-LOVING	2. SARCASTIC
3. NOT NOSEY	3. VINDICTIVE
4. SENSITIVE	4. BRUTAL

SO-CALLED VILLAIN	SO-CALLED HERO



1. EFFICIENT	1. IMPATIENT AND UNFRIENDLY
2. AFFECTIONATE	2. CRUDE AND BLASPHEMOUS
3. CHEERFUL	
4. PHILOSOPHICAL	

SO-CALLED VILLAIN	SO-CALLED HERO

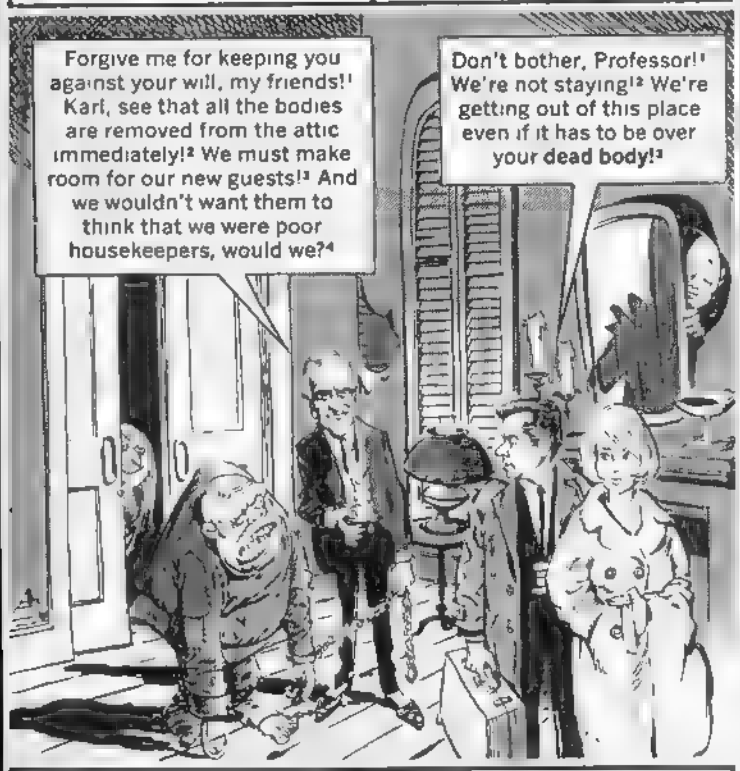


1. HARDWORKING 2. BENEVOLENT 3. INVENTIVE 4. COURTEOUS	1. ABRUPT AND DISPARAGING 2. UNCOUTH AND SUGGESTIVE

SO-CALLED VILLAIN	SO-CALLED HERO

1. GENEROUS 2. FRANK, CHATTY AND INFORMATIVE	1. GOSSIPY 2. CRITICAL, BLUNT AND TACTLESS

SO-CALLED VILLAIN	SO-CALLED HERO



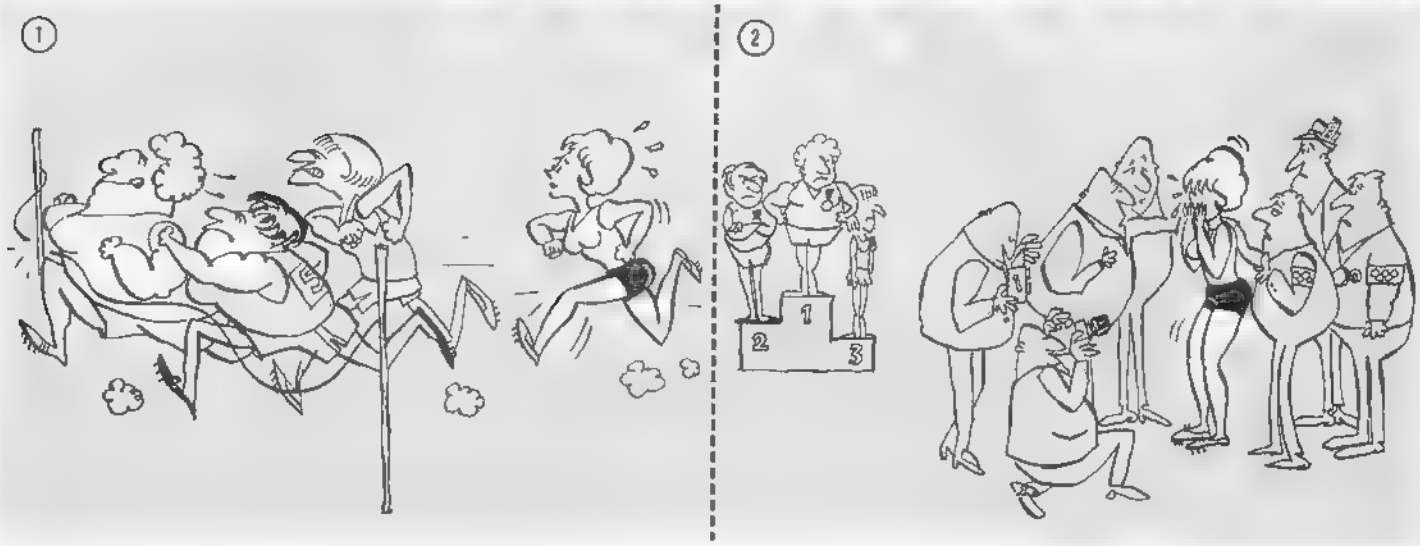
1. POLITE 2. NEAT 3. ACCOMMODATING 4. CONSIDERATE	1. UNGRATEFUL 2. ANTI-SOCIAL 3. STUBBORN AND VIOLENT

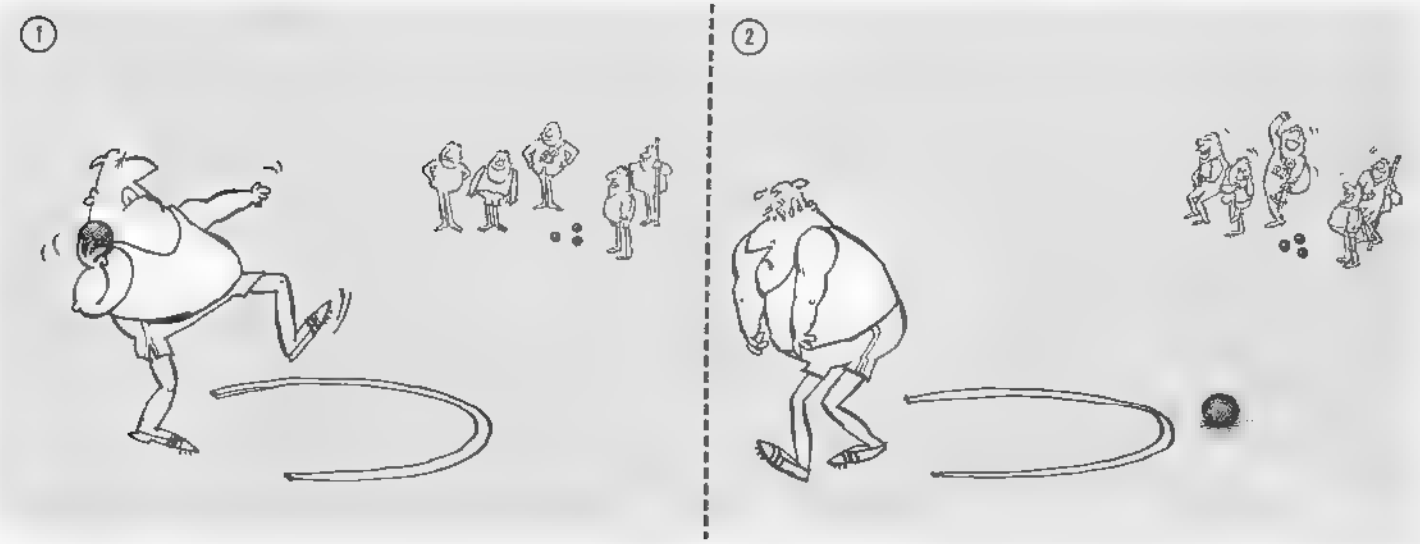
SO-CALLED VILLAIN	SO-CALLED HERO

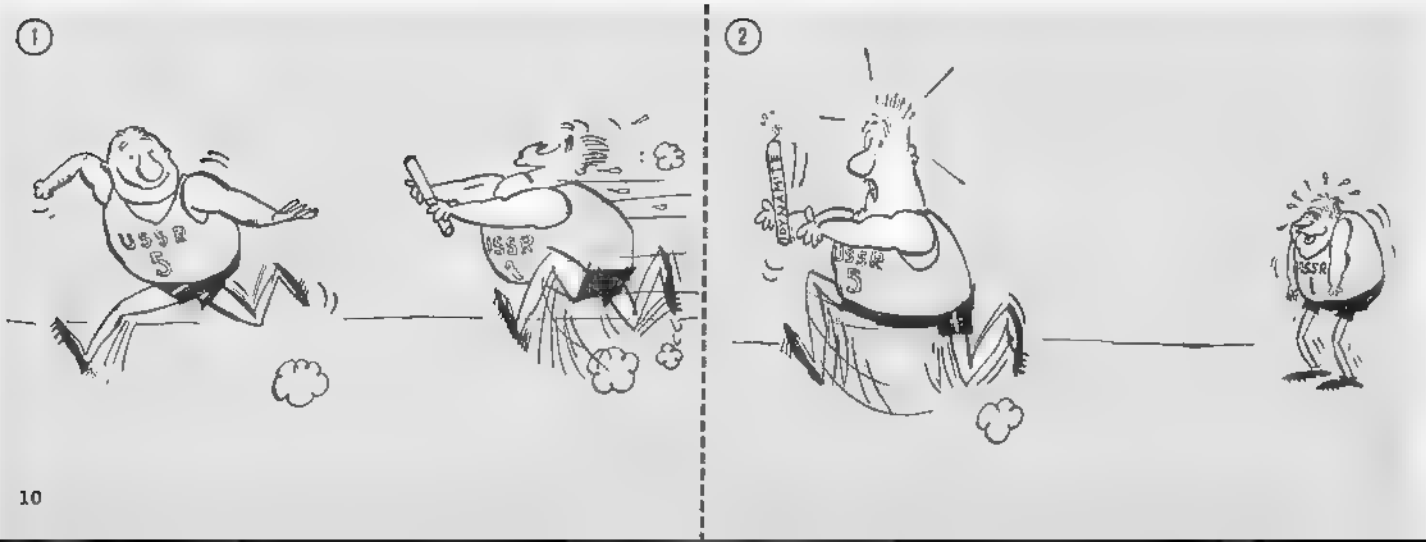
1. EDUCATED 2. MODEST 3. ENLIGHTENING 4. WITTY	1. HUMORLESS 2. COWARDLY 3. SULLEN AND UNAPPRECIATIVE

5-RING CIRCUS DEPT.

A MAD LOOK AT THE

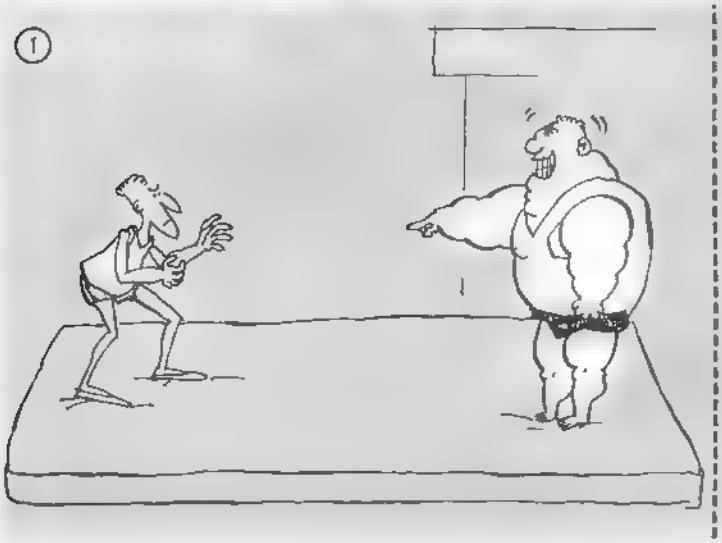


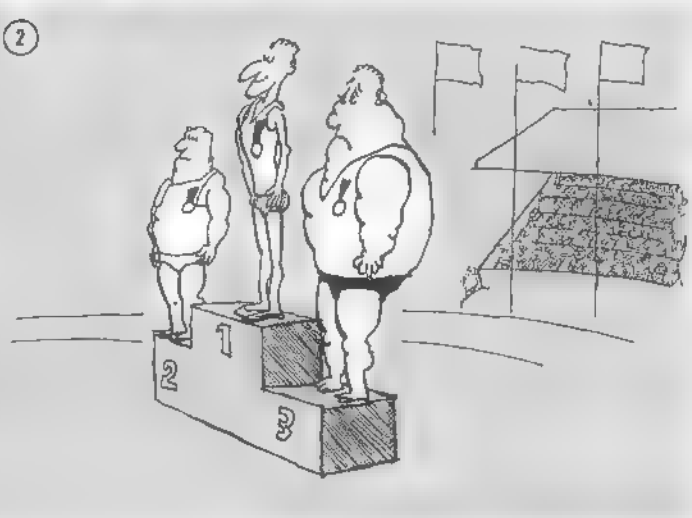


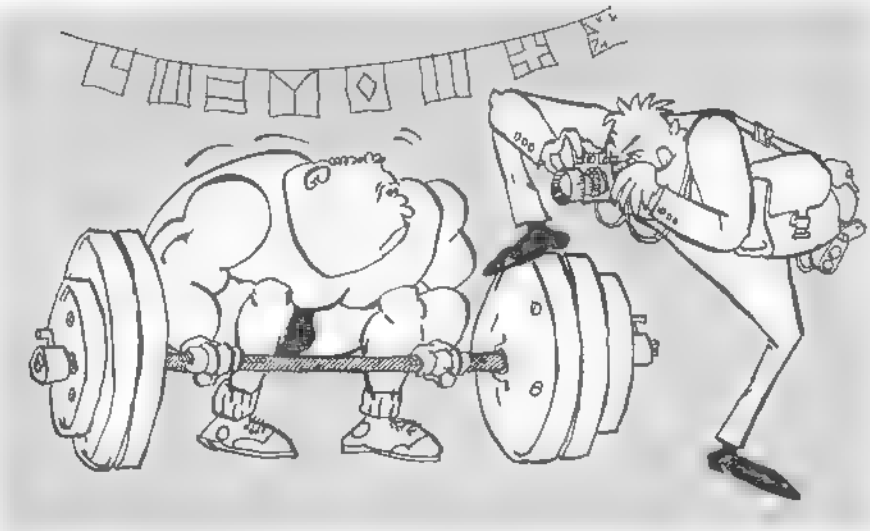


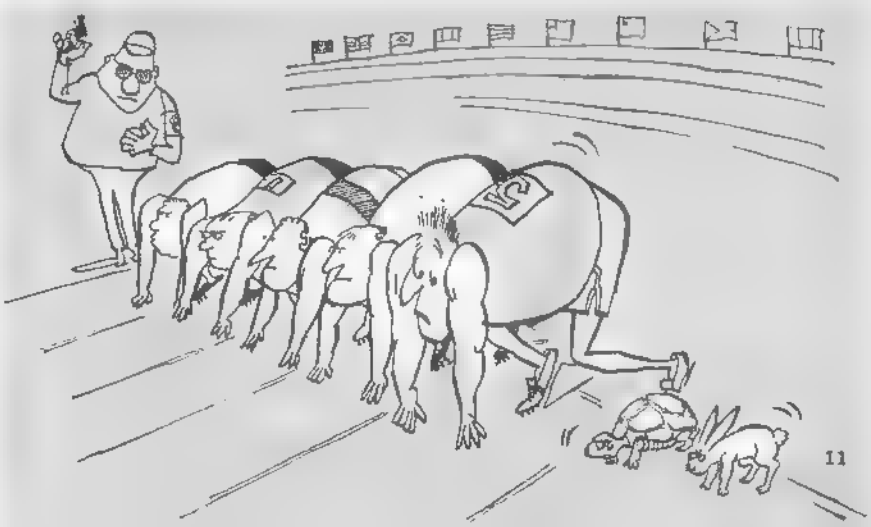
SUMMER OLYMPICS

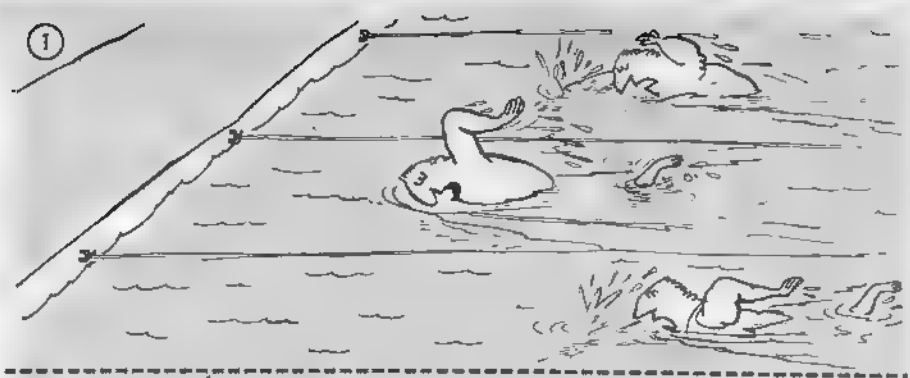
ARTIST & WRITER: SERGIO ARAGONES







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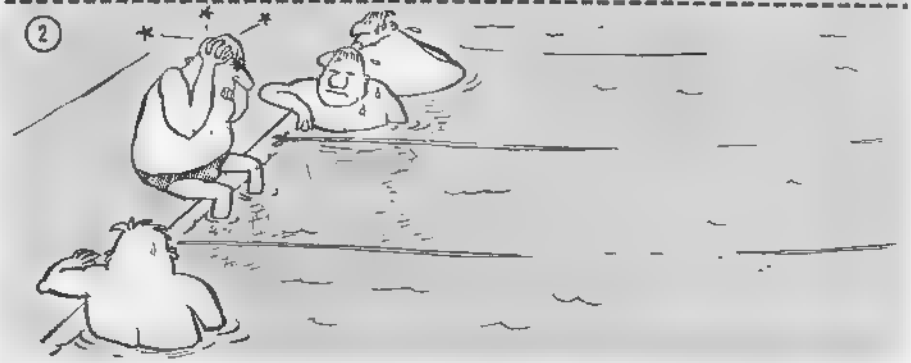
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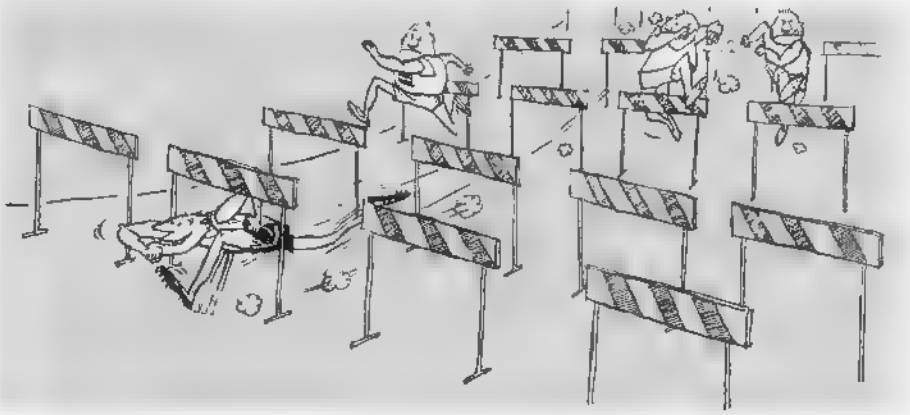

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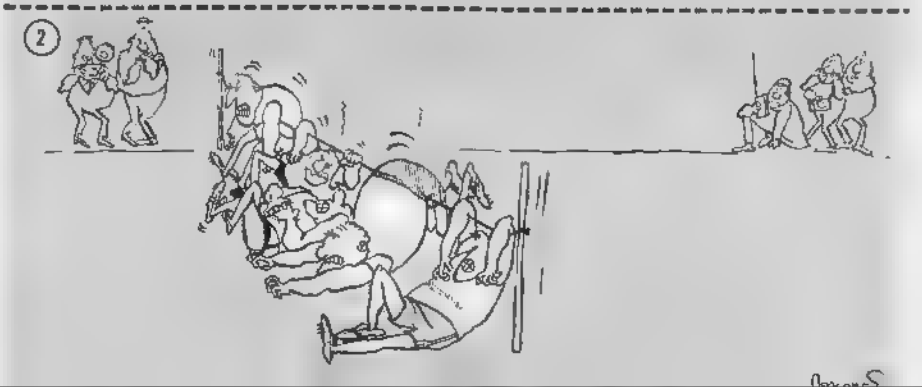
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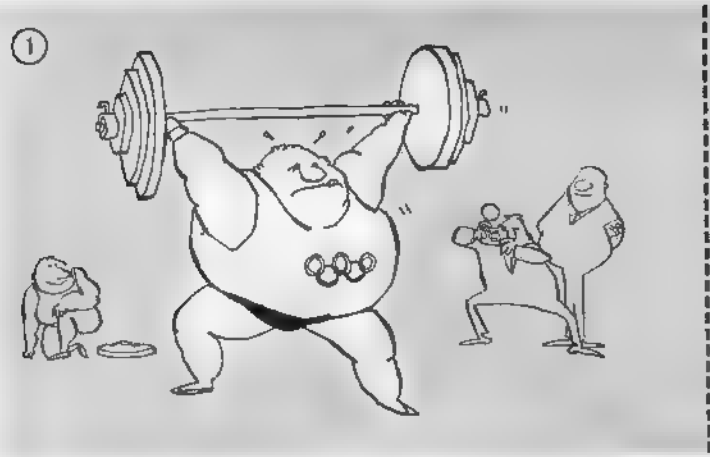
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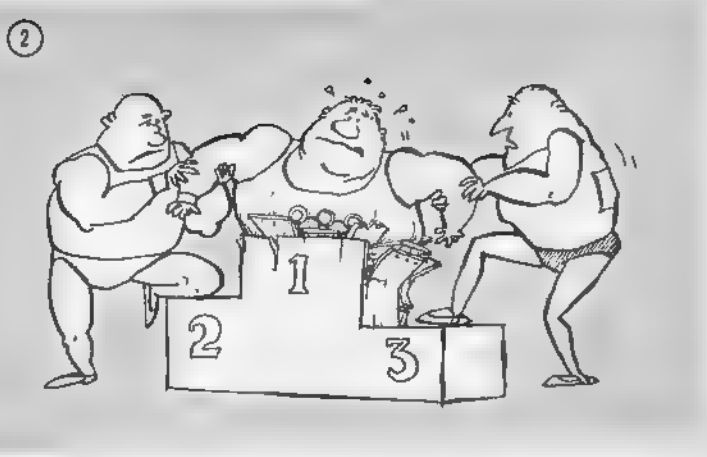

2
1
2
3

1

2

1
2

2
USSR
OLYMPIC TEAM
TRAINING CAMP

1
2
3

2
2
3

HERE WE GO AGAIN WITH OUR FICTIONALIZED VERSION OF THINGS WE'D PROBABLY FIND IF WE WERE TO EXAMINE THE CONTENTS OF

NAME: Ringo Starr

ADDRESS: Liverpool, England

OCCUPATION: Ask any Teenage Girl!!

IN CASE OF EMERGENCY, NOTIFY:

Parliament, the British Foreign Office, The Board of Inland Revenue & Ed Sullivan

The Liverpool School Of Music

"The Sweetest Musicians This Side Of The Docks"

We regret to inform student RICHARD STARKEY that he has failed his course in DRUMS for the school term beginning SEPT. '61 and ending FEB. '62.

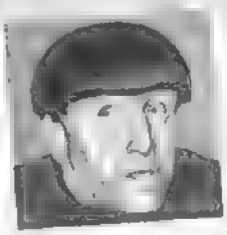
Byron Harold Keats
Headmaster

(Sing) SHE LOVES YOU... YEAH, YEAH, YEAH!
(Hit my drums shake my hair and wait for the screams)
(Sing) SHE LOVES YOU .. YEAH, YEAH, YEAH!
(Hit my drums shake my hair and wait for more screams)
(Sing) SHE LOVES YOU, YEAH, YEAH YEAH YEAH!
(Hit my drums move my head from side to side and sneer)
(Sing) WELL YOU THINK YOU'VE LOST YOUR LOVE
(Hit my drums, shake my hair, wait for screams and grin)
(Sing) WELL I SAW HER YES-TER DAY... YI, YAY!
(Hit my drums, shake my hair and say "Whoooooo!")
(Sing) IT'S YOU SHE'S THINKING OF
(Look towards John for further instructions

From the desk of

MOE

"The Three Stooges"
205 Maurer Beach Drive
Hollywood, California



August 3rd, 1962

Dear Mr. Starr:

Thank you for your kind letter. You're the first one to compliment my hair comb in the last twenty years. Everyone else tells me how ridiculous I look. But what do I care? When they say it, I just kick 'em in the knee and bop 'em in the head.

As for your question about how I go about "doing my hair", it's very simple. I just comb it straight forward in bangs using water and a brush. Occasionally, if I want it to sparkle, I use seltzer.

Incidentally, why would you possibly want this information? Are you and your friends doing a scrapbook of me or something? Are you starting a fan club in England for me? If you want, I can send you photos of me smashing heads together. Or poking eyes out.

Let me know, kid.

Yours in subtle comedy,

Moe

MOE of "The Three Stooges"

P.S. Regards from Larry and Curly Joe

Timmons & Hedgepot, Jewelers

"We Specialize In Rings Of All Kinds"

144 CHAUNCEY COURT, LIVERPOOL, LANCS. ENGLAND

INVOICE OF TRANSACTIONS TO DATE WITH: Mr. Ringo Starr

ACCT. NO. 78-5640

DATE	DESCRIPTION	COMMENT	PRICE
7/2/62	1 Captain Midnight Decoder Ring	For left pinky..	.....£2/-
11/12/62	1 Silver Ring (with squirter attachment)	For right forefinger....	.....£2/8-
2/10/63	1 Gold Ring (imitation)	For left forefinger....	.....£3/7-
6/23/63	1 Ruby Ring (synthetic)	For third finger of right hand..	.....£5/2-
11/9/63	1 Gold Ring (24 karats)	For third finger of left hand...	.....£8/-
9/5/63	1 Star Sapphire Ring	For left thumb...	....£240/7-
1/14/64	1 Diamond Ring (5 karats)	For middle finger of right hand...	£18,000/-
7/8/64	1 Pearl Solitaire Ring (27 karats)	For big toe of left foot....	£67,000/3/
9/18/64	The Hope Diamond	To hang from right ear.....	£289,000/9/

A CELEBRITY'S WALLET

The National Theatre Company

Formerly The Old Vic Company

Waterloo Road, London S.E. 1, England

Dear Ringo:--

We are in receipt of your letter expressing a desire to act in one of our Shakespeare productions.

Frankly, although we have never heard of you, we have studied the photograph of yourself that you sent us, and we think we may have a spot for you--as Ophelia in "Hamlet".

Thank you for thinking of us, Miss Starr, and please call so that we may arrange for an audition.

Sincerely,

Laurence O'Halivah

Laurence O'Halivah
Production Manager,
The National Theatre Company
(Formerly The Old Vic Company)

From The Desk Of
Brian Epstein

MANAGER TO "THE BEATLES"

Dear Ringo

I have given your request careful consideration and I have come to the conclusion that it would not be fair if you received more money than John or Paul or George.

Yes, I realize that as the drummer for the group, you play an important part that even the public is not aware of—but I do not feel that just because you carry the melody, you are entitled to more.

Regards—
Brian

Make Beautiful Hair

R I E C H

NT HAIR CONDIT

air—a special formu
rew-cut type hair a
your ears. ● For o
that slick-combin
ron over your eye
gives it proper b
l over your head
s right for you, a
'cch"! Yeah! Yea

HORNBLOWER, AINSWORTHY & GOODFINK
Solicitors
Picadilly, London W I.

October 20, 1964

Mr. Ringo Starr
Liverpool, Lancs.
England

Dear Mr. Starr:--

We are herewith returning the tearsheet of the satirical ad from the back cover of MAD Magazine that you sent us.

As your Solicitors, it is our opinion that there is absolutely no cause for libel or for slander in this item. As a matter of fact, the portrait is quite flattering. You do look like that, you know!

Frankly, if we were you, we would consider ourselves lucky.

It could easily have been a "Does she...or doesn't she?" ad.

Sincerely yours,
Melvin Goodfink

Melvin Goodfink
for
Hornblower, Ainsworthy
& Goodfink

MG/rr
1 encl.

Dear Ringo,

It was sweet of you to send me that "I Like Ringo Best" button and the Ringo Bubble Gum Cards. I know that you'd like to see more people wearing your button, and I'd love to help you out, but as you must realize it would be rather awkward for me to do so.

Best of luck anyway
Mrs John Lennon

EXTRA-ORDINARY OPPORTUNITIES DEPT.

A MAD GUIDE TO LITTLE-KNOWN

Are you among the millions of people who dream of breaking into television? Do you picture yourself holding down a glamorous job, like an actor or an interviewer or a game show emcee? Well, forget it! TV is a very crowded field, and thousands of

PART 1—Little Known

POURERS

Pourers are essential to commercials that feature liquid products. Both male and female pourers are used. You will be expected to pour coffee, beer, milk, soda, etc. into glasses, cups, even cups-and-a-half, without spilling any.

QUALIFICATIONS

An attractive right or left hand, but right-handers have a better chance. Few products are poured "lefty" on TV.

DIPPERS

Dippers are widely used in commercials for demonstrating the mildness of liquid products. You will be expected to dip your hands in mild detergents, harsh detergents, hot water, cold water, even an occasional cup of cooking oil.

QUALIFICATIONS

One attractive hand, and one rough-and-red lousy-looking hand—so that you can be both the "Before" and "After."

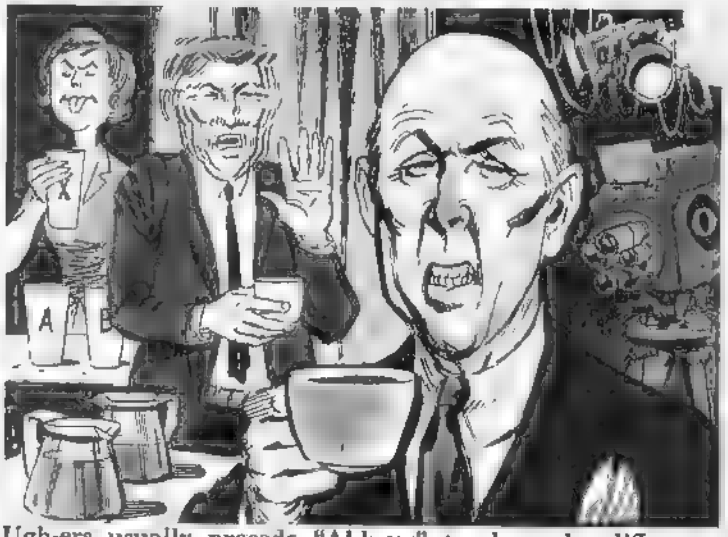
AHH-ERS

Ahh-ers are used on almost every beverage TV commercial. You must be able to drink an assortment of beverages like beer, soda, even scalding hot coffee, and then say "Ahh!"

QUALIFICATIONS

The capacity for drinking large quantities of liquids, an unquenchable thirst, a voluminous bladder, and numb lips.

UGH-ERS



Ugh-ers usually precede "Ahh-ers" to show the difference between flat-tasting what-evers, and products being sold.

QUALIFICATIONS

You must have easily-fooled taste buds, as there's really not much difference between two brands of the same kind of product. Either that, or you'll just have to fake it.

people vie for these glamorous jobs. But, there are many other jobs in television that most people overlook. These jobs may be a little less glamorous, but if you long for a career in TV, maybe one of them might appeal to you. Here then is . . .

JOBS IN TELEVISION

ARTIST: GEORGE WOODBRIDGE
WRITER: DICK DE BARTOLO

Jobs In Dramatic Shows

RUBBERS

Rubbers are used in most all patent medicine commercials. You will be expected to look as though you are suffering pain as you rub your stomach, your head, your shoulder, your back, your knee, your nostril, and between your toes.

QUALIFICATIONS

Long arms, and a mobile face that can go from "suffering" to "relieved" in ten seconds for one-minute commercials.

WHISPERERS

Whisperers are used in various TV commercials, but they are mainly employed in deodorant commercials, where they represent best friends of the viewer—who won't tell him.

QUALIFICATIONS

You must be able to talk unintelligibly, but at the same time give the intelligible impression that you are discussing someone in desperate need of a particular deodorant.

PUT-DOWNERS

Put-downers are folks who hold up products in commercials, which they then put down in exactly the right spot so the close-up is in focus, and every word of label can be read.

QUALIFICATIONS

Steady hands, good eyesight, and an ability to read well so you will know which end of the label is right-side-up.

GRABBERS

Grabbers are the people always shown in the supermarkets eagerly grabbing box after box or bottle after bottle of a particular product, filling shopping carts to the brim.

QUALIFICATIONS

Big clutching hands, a glazed hypnotized look, and a mink coat so you look like you can afford this kind of idiocy.

PART 2—Little Known Jobs In Dramatic Shows

UNRECOGNIZERS

Unrecognizers must be able to work close to famous stars without appearing to recognize them. This category covers many job possibilities, including "Walk-Byers," "Sit-Next-Toers," "Dance-Arounders," "Stand-Behinders," and so-on-ers. Unrecognizers must be able to stand, walk or sit next to someone like Jayne Mansfield without batting an eyelash.

QUALIFICATIONS

Extreme far-sightedness . . . or advanced unconsciousness.

DIE-ERS

With so much violence on TV, perhaps your job opportunity lies with being a Die-er. As a Die-er, you'll be shot in the back, stabbed in the chest, machine-gunned, drugged, thrown from a car, etc. So much for jobs on Comedy Shows. You'll find even more opportunities on the really *violent* shows—like Westerns, Mysteries, Dramas and Game Shows.

QUALIFICATIONS

A suicidal tendency, and a paid-up life insurance policy.

SICKIES

With so many TV doctor shows, there is a constant demand for Sickies. The Sicky sits in a waiting room next to the star, or lies in the next bed to the star, or is operated on before or after the star, but with fewer instruments.

QUALIFICATIONS

Must have the ability to appear sick, but never NEVER as sick as the star. If the star runs a fever of 105°, the Sicky should go no higher than 103°. If the star breaks an arm, the Sicky should break no worse than a hangnail.

POINTERS AND SHAKERS

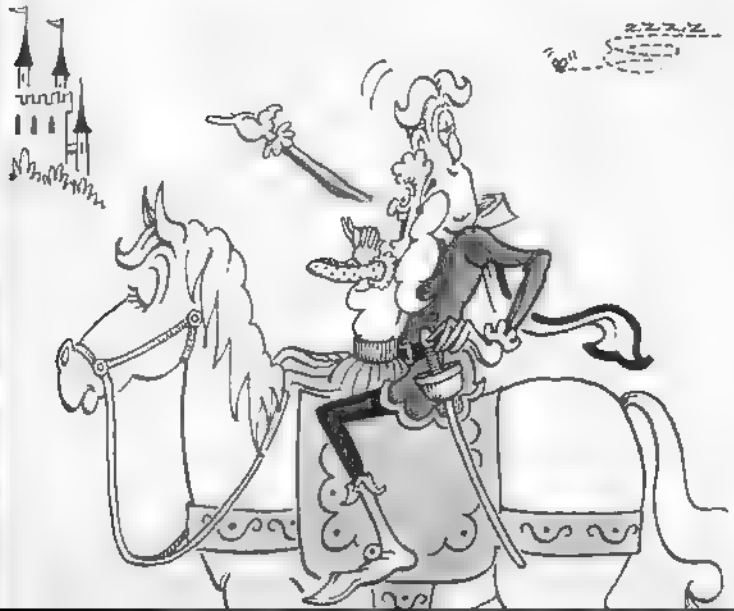
Under TV Union Rules, an actor must be paid extra if he speaks. Consequently, there's a big call for Pointers and Shakers who silently answer questions asked by the stars.

QUALIFICATIONS

Must be able to point North, South, East, West and up and down. When applying for job, be sure to state additional talents, like being able to point in a foreign language. A Shaker must be able to shake his head "yes" or "no." A real good Shaker should be able to get across a "maybe."

DON MARTIN DEPT. PART I

A FAIRY TALE

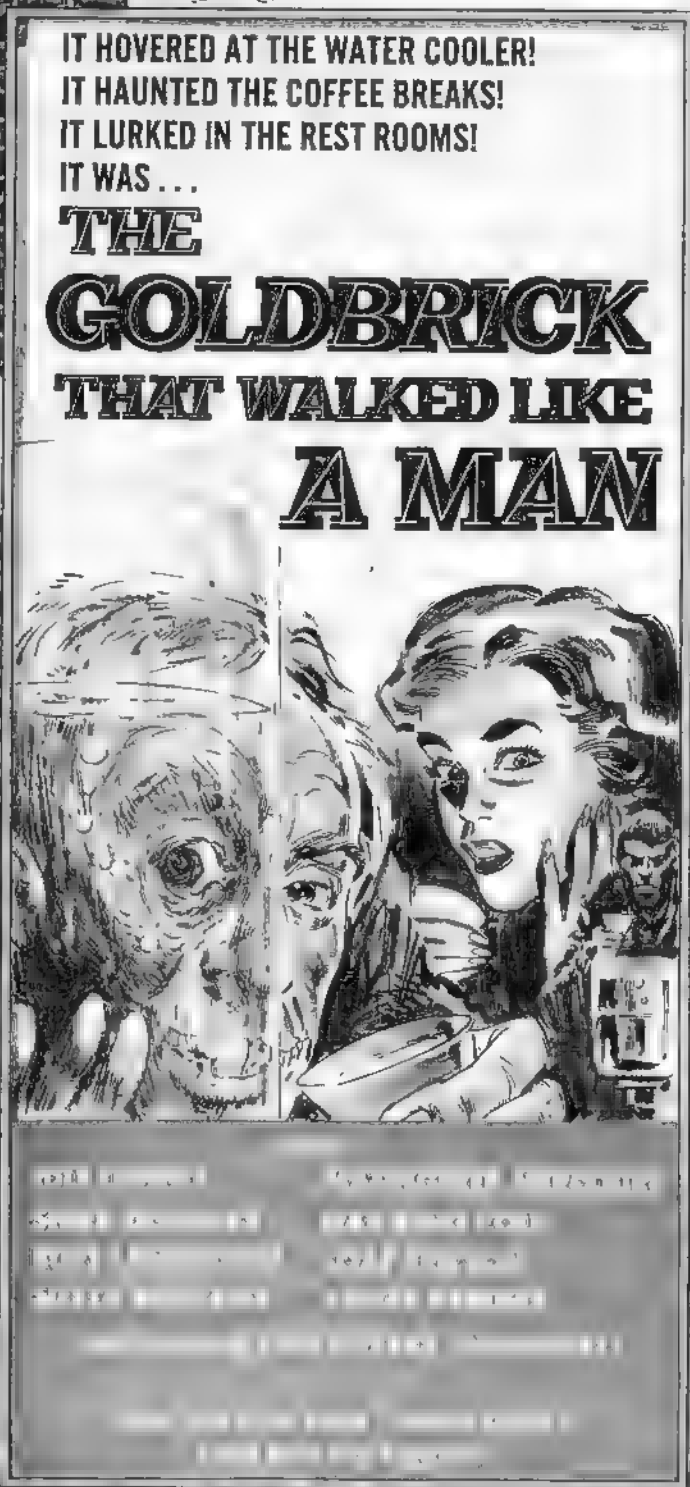


© MARTIN

NEW FROM THE

I GOT MY BLOB THROUGH THE N.Y. TIMES DEPT.

Twice before we noted how Hollywood was scraping the bottom of the barrel trying to come up with new and scarier movie monsters for their horror pictures . . . like "The Fly," "The Blob," "The Creature From The Black Lagoon" and "Troy Donahue." We then suggested "New Movie Monsters From Madison Avenue" (MAD #53) and "New Movie Monsters From Everyday Life" (MAD #81). Now, since we at MAD know so much about the "Business World" (We've got friends who work for a living!), we suggest the following blood-curdling, disgusting . . . . .



MOVIE MONSTERS

BUSINESS WORLD

ARTIST: JOE ORLANDO WRITER: E. NELSON BRIDWELL

WHEN HE OPENED HIS MOUTH, OUT CAME

IDIOCY BALONEY HOT AIR

YET NO ONE DARED MOVE! THEY JUST HAD TO STAND THERE AND SUFFER, LISTENING TO . . .

THE AMAZING COLOSSAL BORE

. . . BECAUSE HE WAS TOO BIG TO STOP! MAINLY BECAUSE HE WAS ALSO "THE BOSS"!

Written By	Directed By	Produced By	Edited By	Music By	Arranged By	Photography By	Narrated By
HUGH DOWNS	DURWOOD KIRBY	ARTHUR GODFREY	BENNETT CERF	LAWRENCE WELK	OZZIE NELSON	ALLEN FUNT	ED REIMERS

WITH THEIR PALMS OUTSTRETCHED, THEY KEPT COMING . . . AND COMING . . . THERE WAS NO PLACE TO HIDE! THERE WAS NO ESCAPE FROM . . .

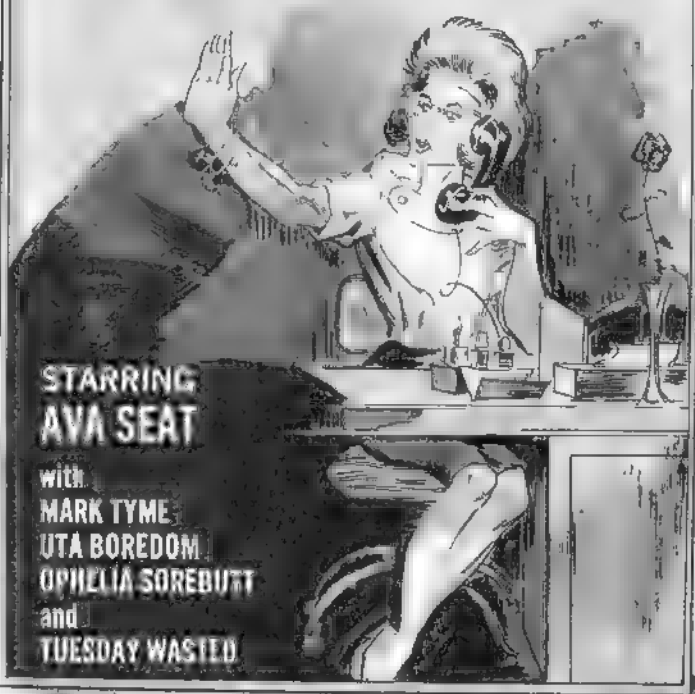
THE CREATURES with the OFFICE COLLECTIONS

FEATURING

- MILLIE'S BRIDAL SHOWER
- BERNIE'S HEMORRHOID OPERATION
- ANTHONY'S ARMY INDUCTION
- NANCY'S NEW BABY
- THE BOSS'S BASEBALL POOL
- SIDNEY THE & TREASURER'S BAIL BOND

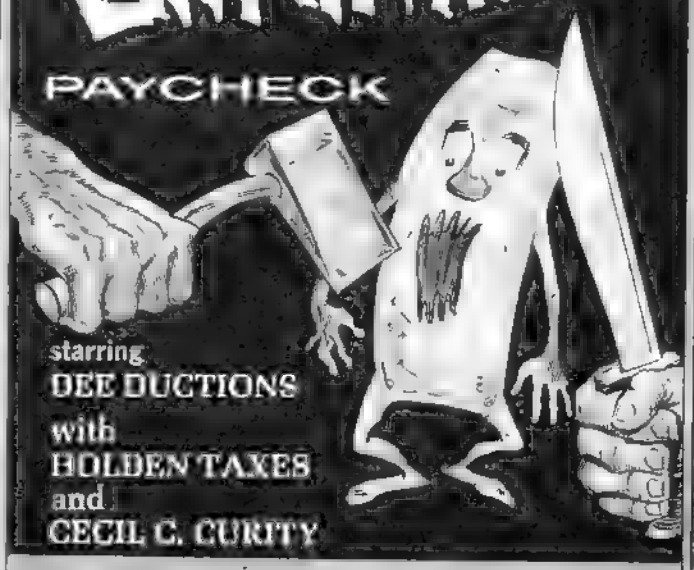
They waited...
AND WAITED...
AND WAITED!
BUT NOTHING COULD GET BY

THE BEAST at the RECEPTION DESK



It looked HUGE to begin with!
But then THEY attacked it...
And it grew smaller... and smaller... smaller!

THE INCREDIBLE SHRINKING PAYCHECK



starring
DEE DUCTIONS
with
HOLDEN TAXES
and
CECIL C. CURITY

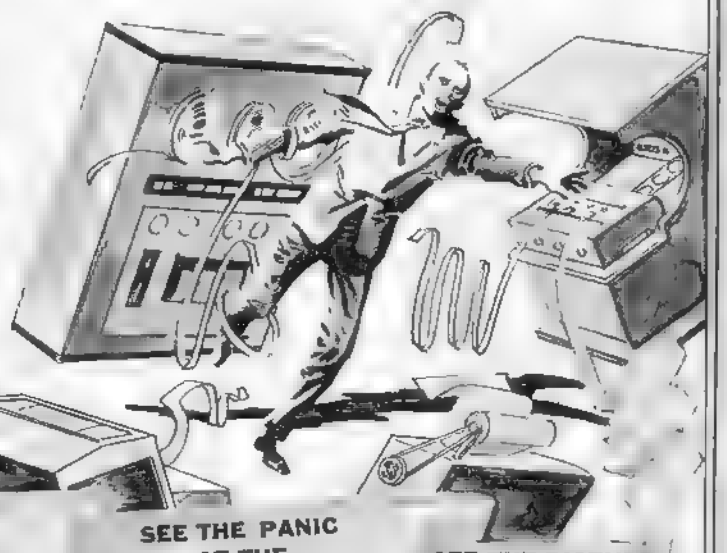
SEE THE HAVOC CREATED BY WORKMEN'S COMPENSATION

WATCH THE DEVASTATION CAUSED BY RETIREMENT AND PENSION FUNDS

WITNESS THE DEVOURING OF WHAT'S LEFT BY BLUE CROSS AND BLUE SHIELD

THEY BREATHED FIRING! • THEY INFILTRATED EVERY DEPARTMENT! • THEY SWALLOWED UP EVERY JOB IN SIGHT!
NO ONE WAS SAFE... NOT EVEN THE BOSS'S SON... FROM...

The Invasion Of AUTOMATION MACHINES



with
JASON ROBOTS, JR.
TAPE HUNTER
GEAR GARSON
UNIVAC MERKLE
LUCILLE BALLBEARING
SWITCH HENDERSON
and starring RED BUTTONS

SEE THE AXE FALL AGAIN AND AGAIN!

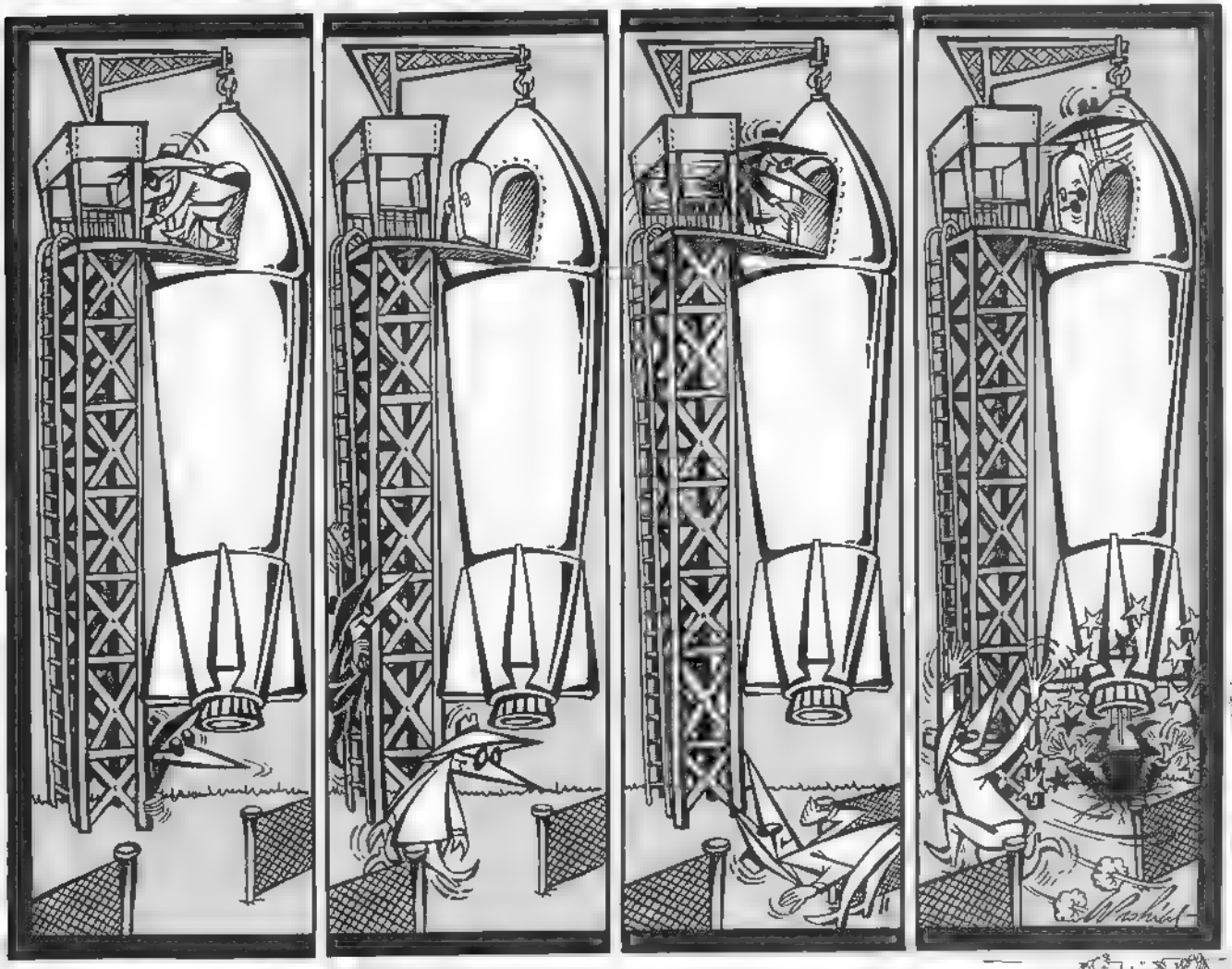
SEE THE RAIN OF PINK SLIPS!

SEE THE UNION SCREAMING BLOODY MURDER!

SEE THE PANIC AT THE UNEMPLOYMENT OFFICE!

SEE THE PICTURE WHILE YOU'RE OUT OF WORK!

JOKE AND DAGGER DEPT. PART I

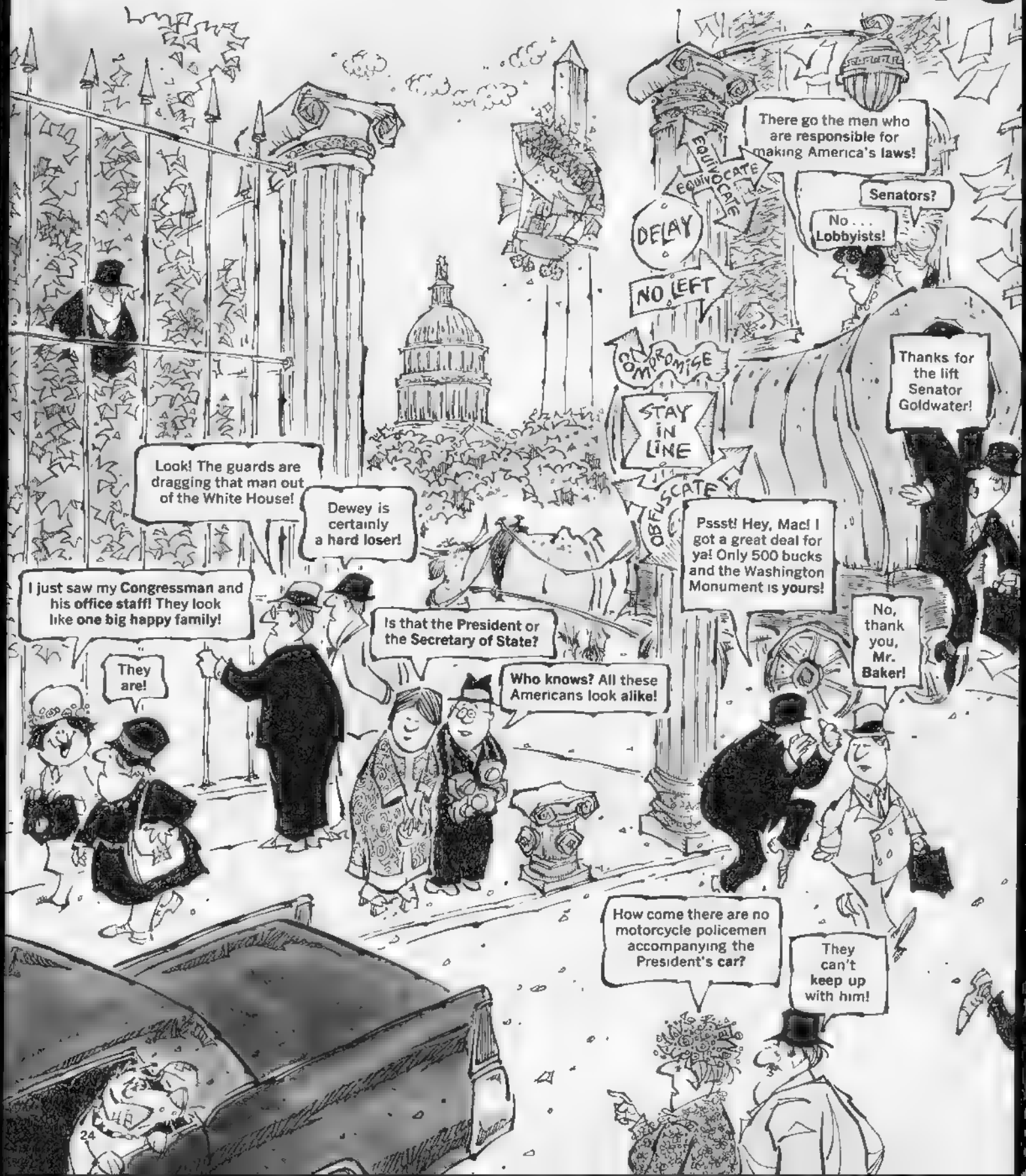


TALK OF THE TOWN DEPT.

In this, its fourth installment, "The MAD Information Service" continues to inform Americans about America — by presenting

THE SIGHTS AND SOUNDS

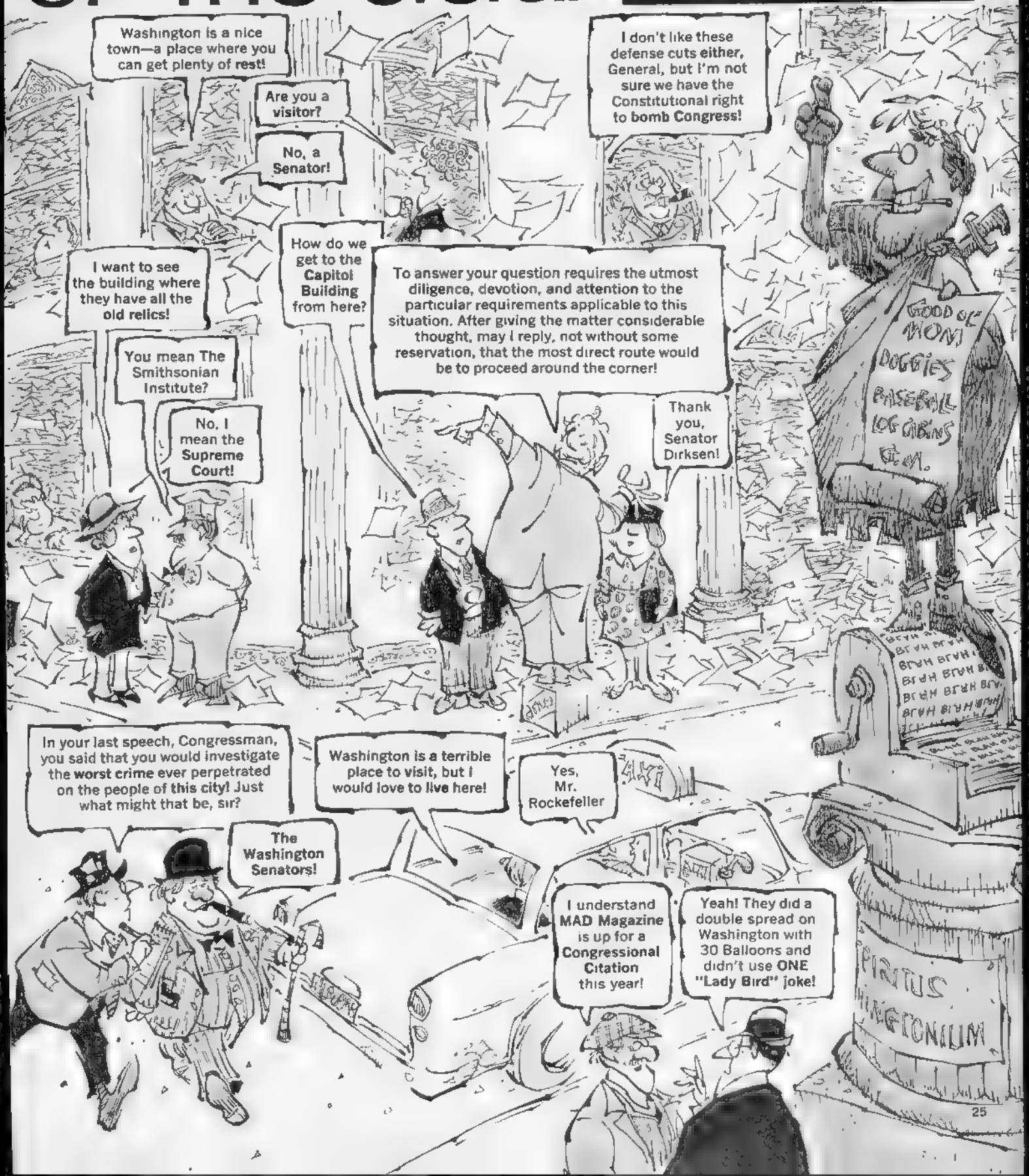
ARTIST: PAUL COKER JR.



WRITERS: LARRY SIEGEL & FRANK JACOBS

OF THE U.S.A.

THIS ISSUE—SPOTLIGHTING
WASHINGTON, D.C.

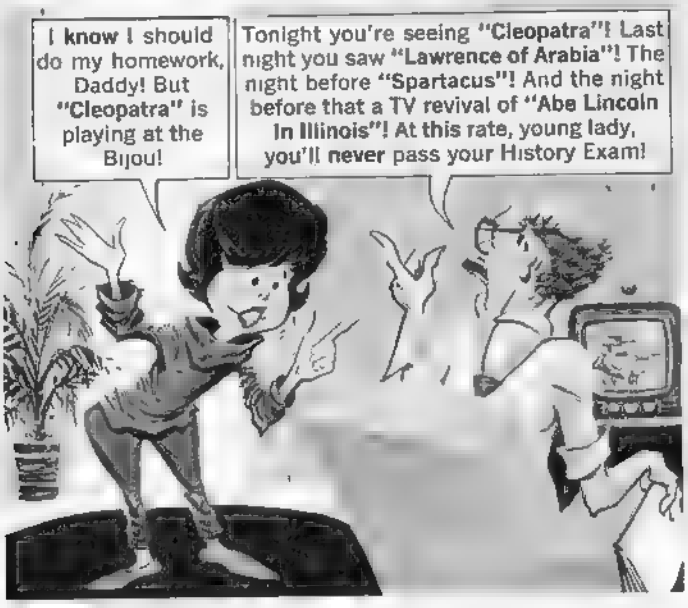


THE NEARSIGHTED VOODOO PRIEST

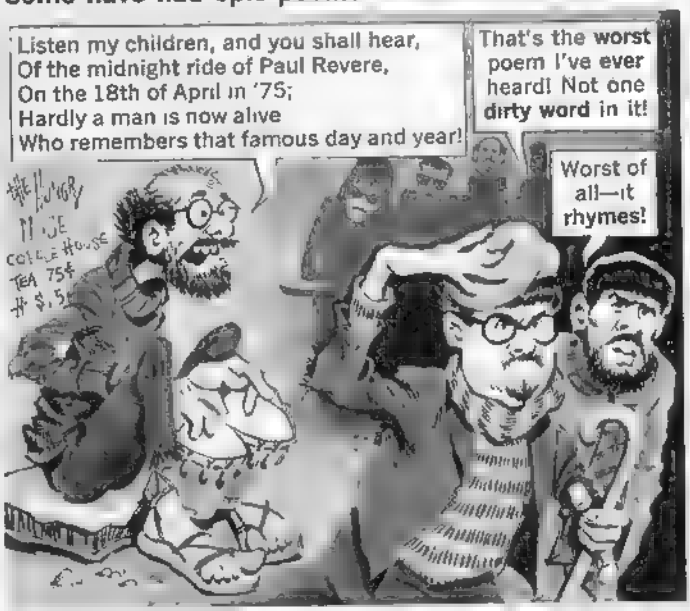
HYSTERICAL FICTION DEPT.

The heroes of past history are honored in many different ways today . . .

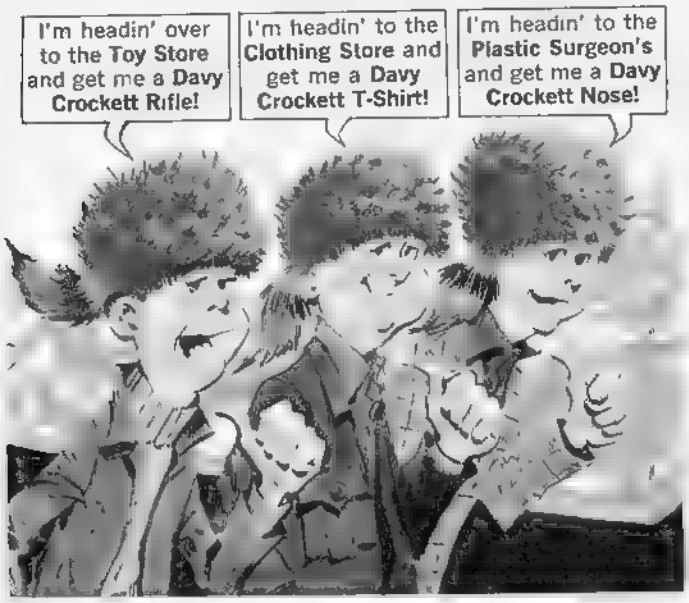
Some heroes have had movies made about them . . .



Some have had epic poems written about them . . .



Some have had their names linked with various products. This is known as "merchandising". . .



And some are so well-known for their deeds that their names have become part of our language . . .

Yes, the famous people of the past are glorified in many ways today. But have you ever stopped to wonder who the heroes of the future will be, and how they'll be honored? Let's look ahead in time and see what will happen

WHEN TODAY'S CELEBRITIES BECOME TOMORROW'S HISTORICAL HEROES

ARTIST: JACK RICKARD WRITER: FRANK JACOBS

First, let's look at a "Preview of Coming Attractions" teaser for a future Epic Historical Motion Picture . . .

STARTS TUESDAY

Out Of The Raw, Stirring, Flaming Era Of The 20th Century Comes The Story Of A Man Who Wrote His Own Glorious Chapter In The Pages Of American History

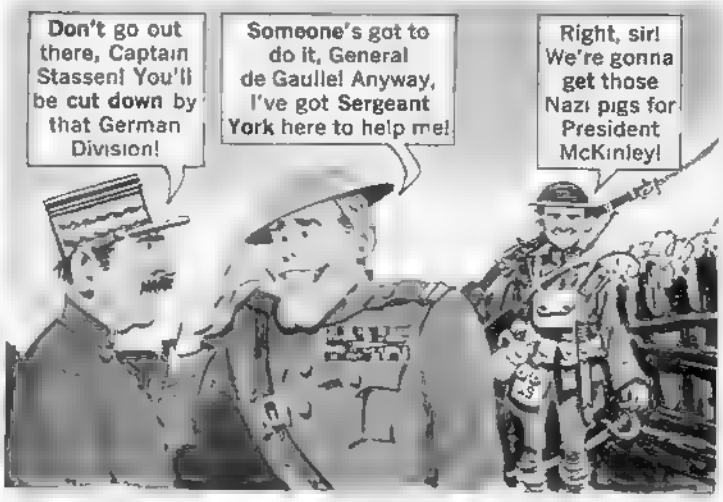
20th CENTURY-FOX

proudly presents

"STASSEN"

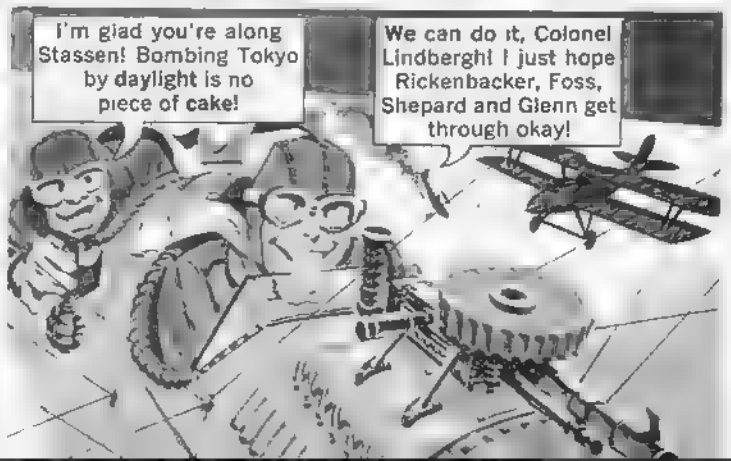
"STASSEN"

HE BECAME A LIVING LEGEND AS A SOLDIER



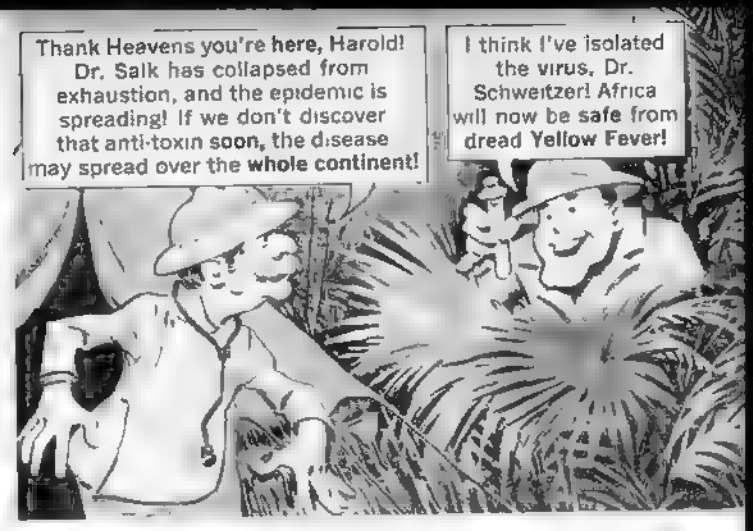
"STASSEN"

HE FOUND EVEN GREATER GLORY AS AN AIR HERO



"STASSEN"

HE STIRRED MEN'S SOULS AS A HUMANITARIAN



"STASSEN"

HE WON A NATION'S LOVE AND RESPECT AS A SCIENTIST

"STASSEN"

HIS DISCOVERIES CHANGED THE WORLD AS A STATESMAN

IF EVER YOU MUST SEE A MOTION PICTURE, YOU MUST SEE

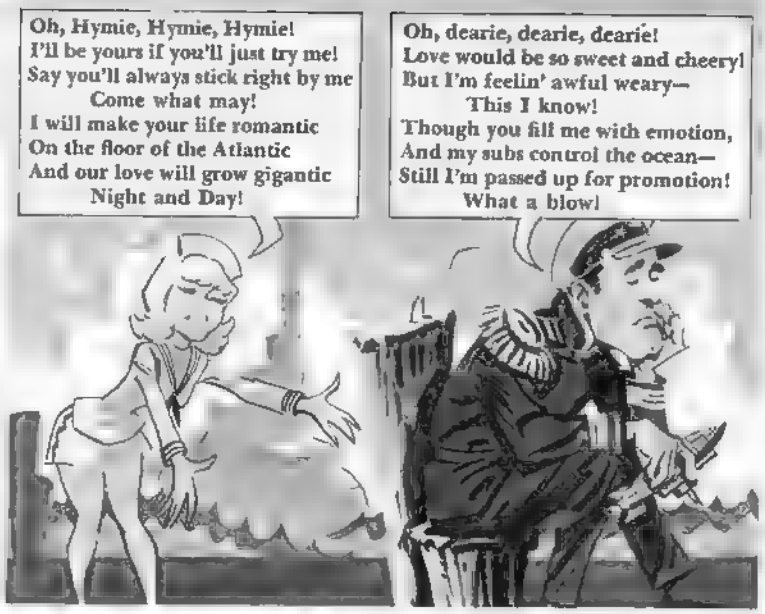
"STASSEN"

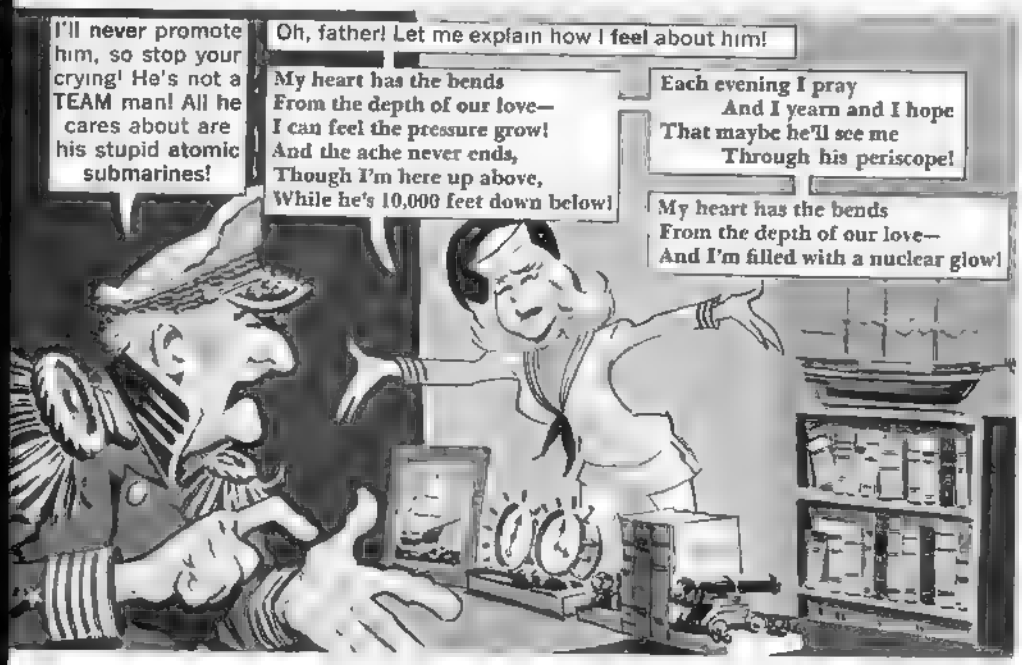
Featuring 35 Great Stars, Including:

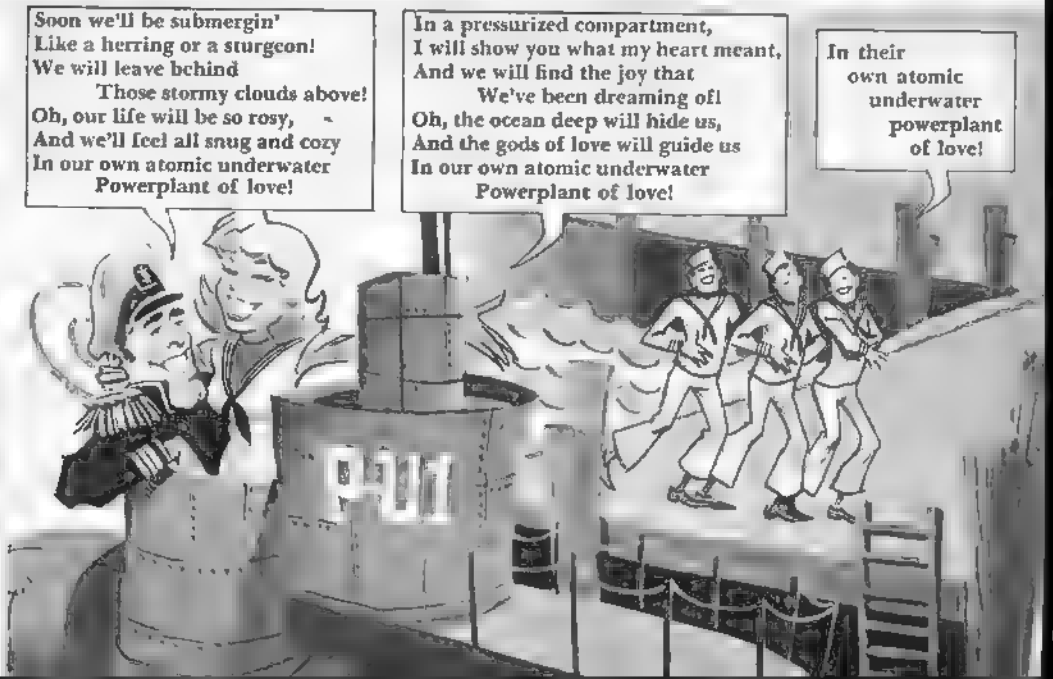
ALVIN AUKWELL as Winston Churchill
FENWICK SCURVY as Knute Rockne
BELINDA RENFREW as Clare Booth Luce
J. PHILLIP BRISKET as Dr. Jonas Salk
CARLTON YANG as Dr. Sun Yat Sen
PHILO ENTWHISTLE as Don Ameche
EDWIN OXBLIGHT as Joseph Stalin
LAWRENCE SPERLING as President Dewey
HAROLD WILNER as King George III

AND INTRODUCING **LANCE CULPEPPER** AS HAROLD STASSEN

Some celebrities of today will be honored by having future musical comedies written about them . . .







Our future historical heroes will also be glorified through merchandising, like this 2064 board game:

The names of many of today's well-known newsmakers will become part of the language. Take, f'rinstance, the conversation at this future cocktail party:

And finally, you can bet that celebrities of today will be sung about in future Folk Songs, like f'rinstance this one:

HUNTLEY AND BRINKLEY

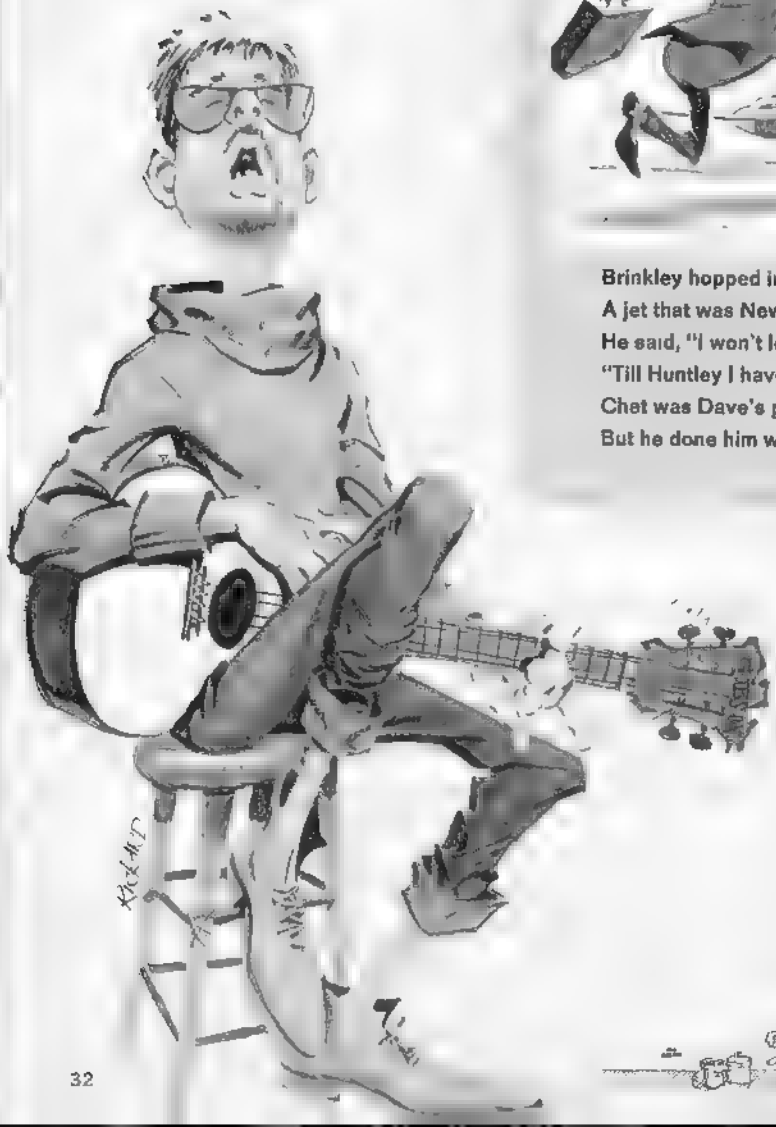
Huntley and Brinkley were partners,
Workin' for ol' NBC;
They swore they would stay with each other
Each weekday on TV
Chet was Dave's pal,
But he done him wrong!

Huntley and Brinkley were wonders;
Their fame it grew far and wide;
They won themselves 86 Emmies
And a plaque from TV Guide;
Chet was Dave's pal,
But he done him wrong!

Brinkley one evening was workin';
Givin' the news on the air;
He said, "Now we'll switch to Chet Huntley—"
But old Huntley wasn't there!
Chet was Dave's pal,
But he done him wrong!

Brinkley hopped into an airplane,
A jet that was New York-bound;
He said, "I won't leave that big city,
"Till Huntley I have found!"
Chet was Dave's pal,
But he done him wrong!

Dave went to the NBC station;
And, golly, he pretty-near died;
'Cause there in the news-room was Huntley
With Eric Sevareid!
Chet was Dave's pal,
But he done him wrong!



Now you can take Martin from Lewis;
And you can take Desi from Lu;
But take away Huntley from Brinkley
And ol' NBC is through!
Chet was Dave's pal,
But he done him wrong!

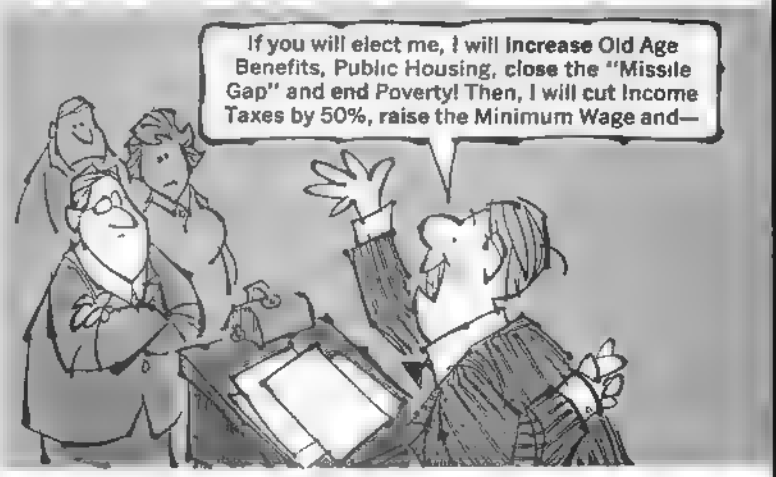
This next article is directed at Parents. Kids, don't read this next article. Show it to your Parents right now. Hello, Parents! Ready? Do you want your child to grow up to be President of the United States? Sure you do! What red-blooded American Parent doesn't!? Well, the best chance he has is to first get him elected as a Congressman, then a Senator. And to do that, you've got to stop teaching him the right thing, and breaking him of bad habits! We mean stop immediately!! Mainly because those bad habits will not only come in handy, but are absolutely essential if your child is going to make a successful Congressman! How? Read on and discover:

HOW BAD CHILDHOOD HABITS CAN HELP IN A CONGRESSIONAL CAREER

ARTIST: PAUL COKER JR. WRITER: STAN HART

BAD HABIT: *BREAKING PROMISES*

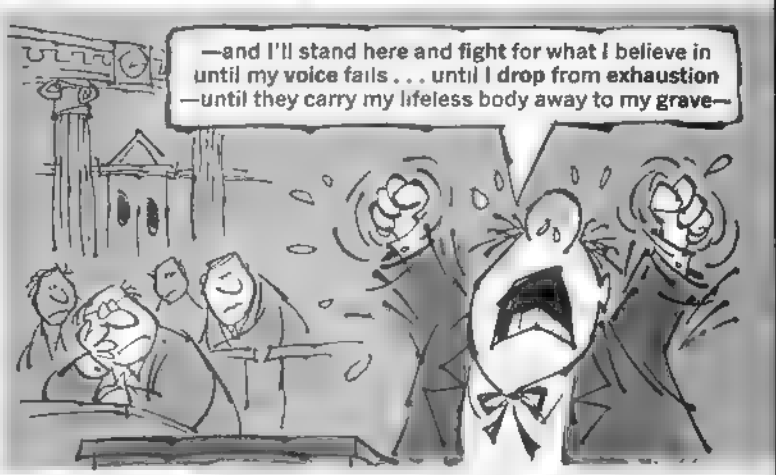
Here is a typical parent about to impress a youngster with the importance of keeping promises he's made. Naturally, the parent does not realize the *damage* he is about to do!



Now, if this future Senator had learned, as a child, never to break promises, he'd be compelled to *keep* those made in his *campaign*—and the nation would be *bankrupt in 6 months.*

BAD HABIT: *THROWING TANTRUMS*

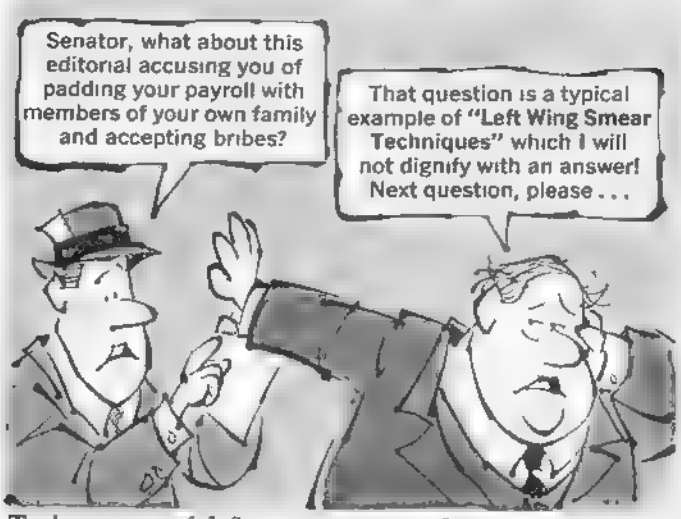
When a spoiled child cannot have his own way, he relies on irrational outbursts to force his unreasoning and unswerving will on others. Most parents have hated themselves for giving in when this happens—but hate yourselves no more!



In later years, such irrational outbursts will be elevated to a fine art. How *else* can a Senator protect the nation from needed legislation? In childhood, such an outburst is called a "tantrum". In Congress, it's called a "Filibuster".

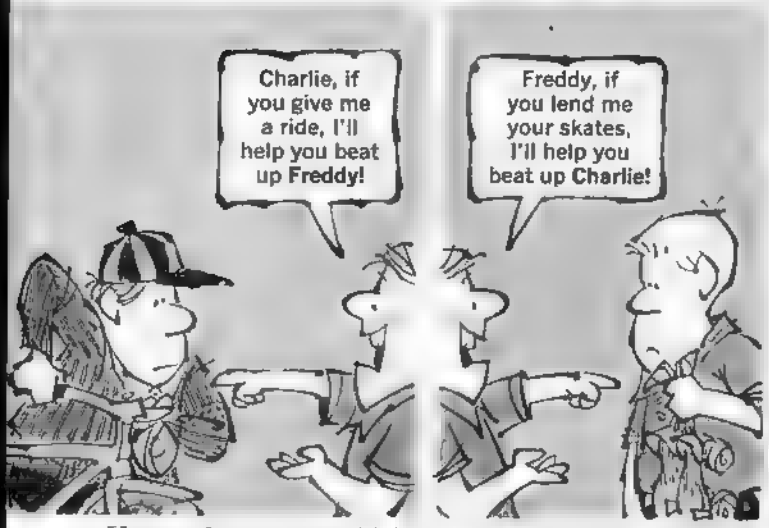
BAD HABIT: *IGNORING QUESTIONS*

Although this habit of not answering questions and turning a deaf ear can be one of the most frustrating experiences for parents, they should come to realize its future value.



To be a successful Senator, one must learn *not* to answer questions. In fact, to become a Senator at all, one must learn to avoid that *first* question: "Are you qualified?"

BAD HABIT: *ACTING TWO-FACED*



If you observe your child playing one person off against another, don't be upset! It's good training for the future!

In childhood, this behavior is called "Acting Two-Faced". In Congress, this behavior is called "Middle-Of-The-Road"!

BAD HABIT: *PERSISTENT DAYDREAMING*

A child who blocks out the *real* world and lives in a world of *fantasy* is no problem child—he's a real hot property!

Just think of all the "nuts" in this country. Aren't *they* entitled to representation? *Your* boy could be *their* boy!

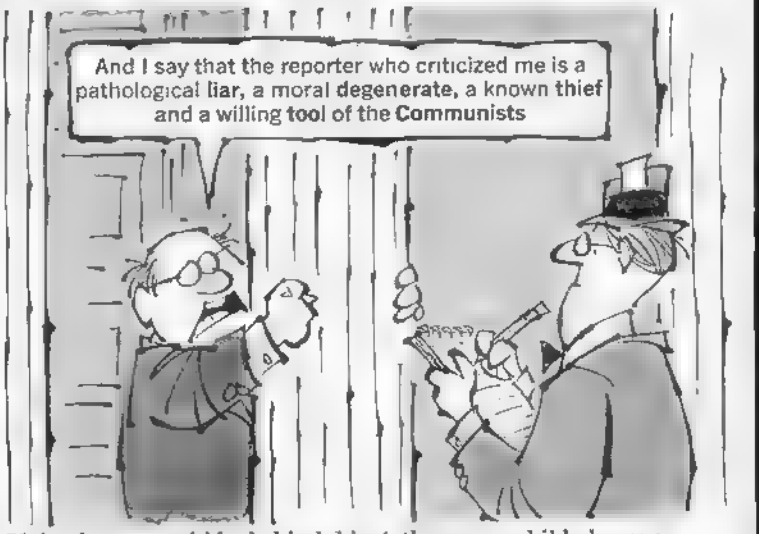
BAD HABIT: *TRUANCY*

Most parents go insane when they learn that their son has been playing hooky from school. But parents who encourage strict school attendance sow the seeds of future failure!

The Senator with a perfect attendance record is known as a "Fink" by his fellow Senators. Wasting time in Washington, voting on bills, is *no* life for a red-blooded American man!

BAD HABIT: *ACTING LIKE A COWARD*

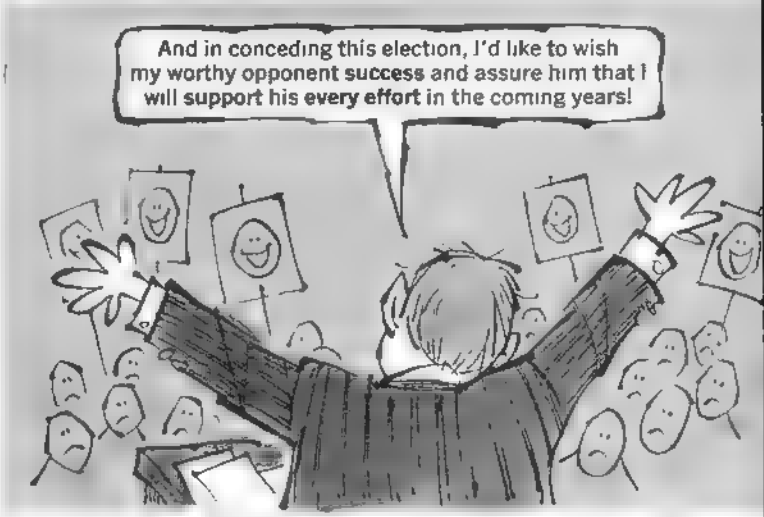
If your child has a big mouth and then runs to his father to hide behind, don't discourage him! Rather, protect him!



If he learns to hide behind his *father* as a child, he can learn to hide behind his *Congressional Immunity* later on.

BAD HABIT: *ACTING INSINCERE*

This child doesn't need a psychiatrist at all! He needs a Campaign Fund! He's just about ready for the "Big Time".



However, come any November, if *you* are convinced by such a corny, insincere speech . . . *you'd* better see a psychiatrist!

NAME YOUR POISON DEPT.

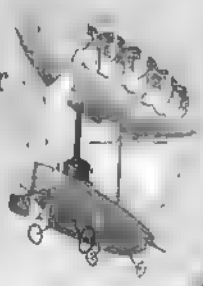
There's a lot of talk about putting warnings on Cigarette Packages to let the poor consumer know what he's in for if he insists upon smoking... Something like this—

WARNING!

CONTINUED USE MAY BE DETRIMENTAL TO HEALTH!

Now that's okay with us, but why single out the cigarette companies only? Why not force other companies to caution the unwary consumer against the evil after-effects he may suffer. In other words...

WHY ON



HERSHEL'S

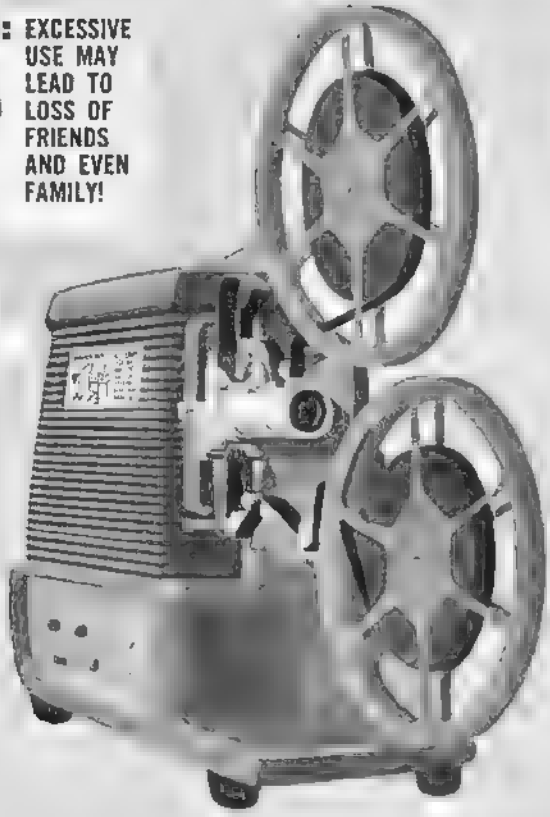
MILK CHOCOLATE 10¢

WARNING!

EXCESSIVE EATING MAY CAUSE PIMPLES!

WARNING:

EXCESSIVE USE MAY LEAD TO LOSS OF FRIENDS AND EVEN FAMILY!



WARNING:

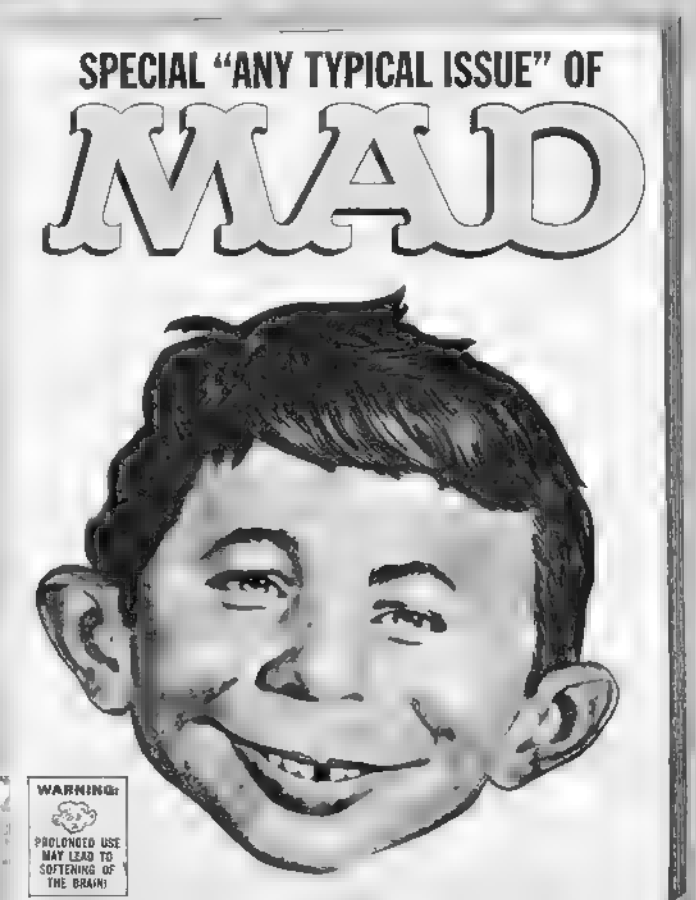
TO BE USED ONLY IN THE HOME! IF USED IN, SAY, LOCKER ROOMS, CONSUMER MAY BE SUBJECTED TO ABUSE BY PROFESSIONAL ATHLETES!

CAUTION!

CONTINUOUS DRINKING MAY LEAD TO CONTINUOUS DRINKING!

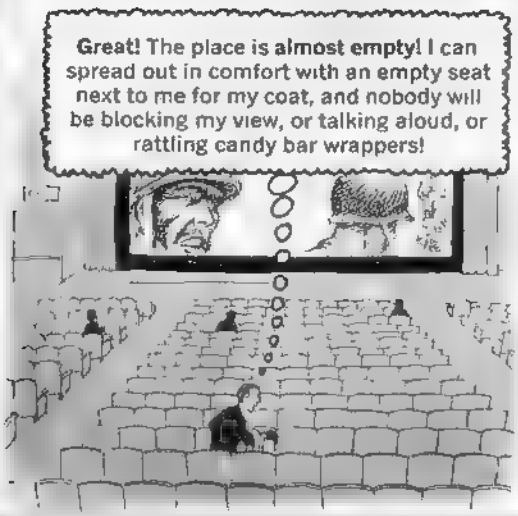
NOT WARNINGS ALL PACKAGES!

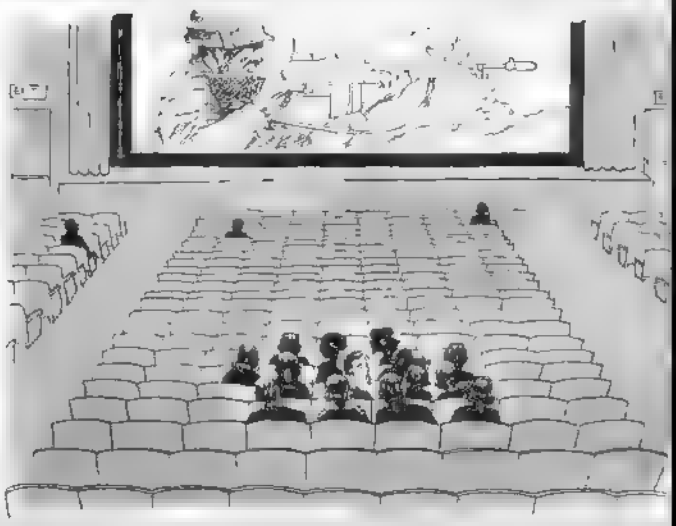
ARTIST: BOB CLARKE WRITER: STAN HART

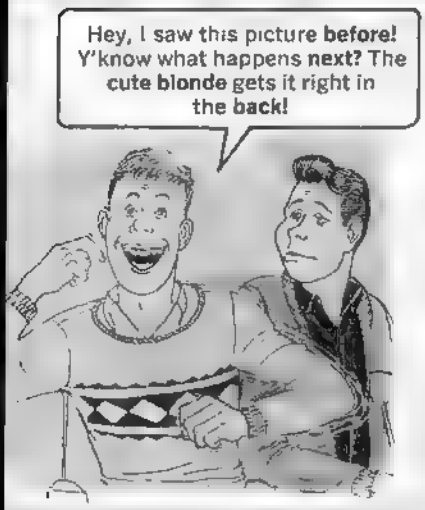


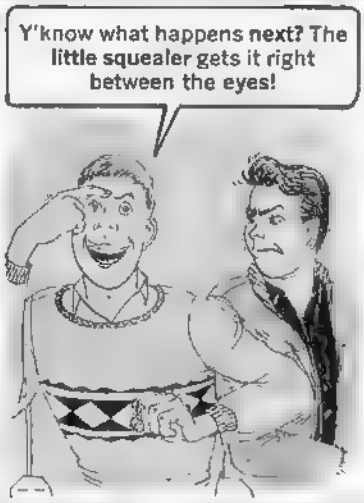
BERG'S-EYE VIEW DEPT.

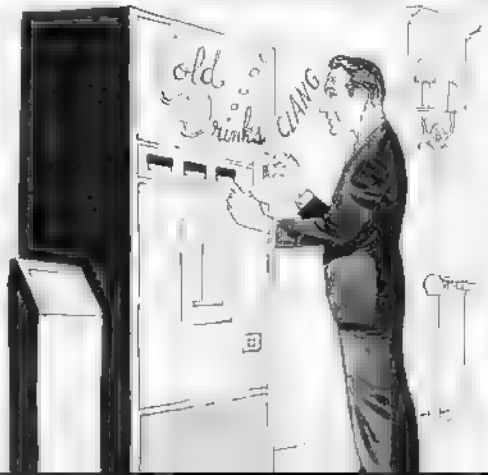
THE LIGHTER SIDE OF GOING TO



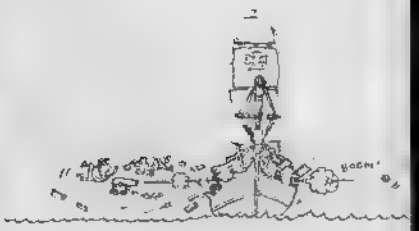




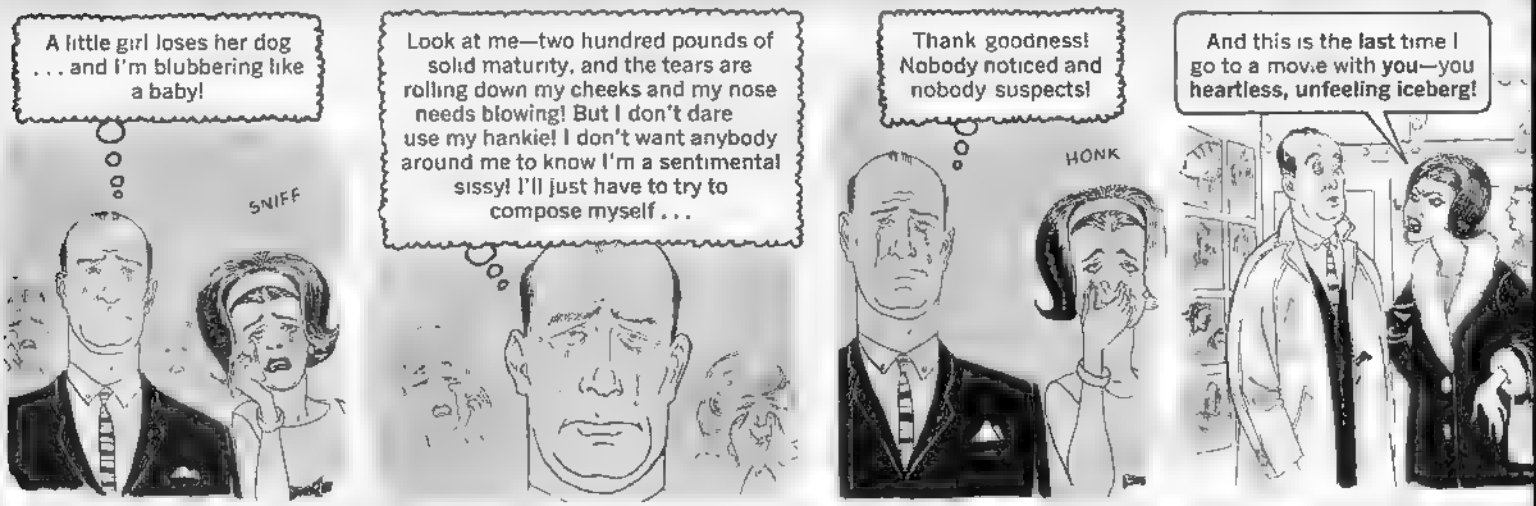




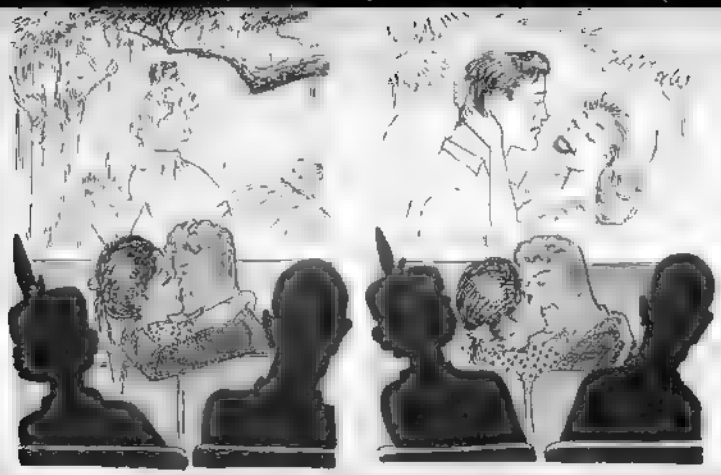
THE MOVIES



ARTIST & WRITER: DAVE BERG



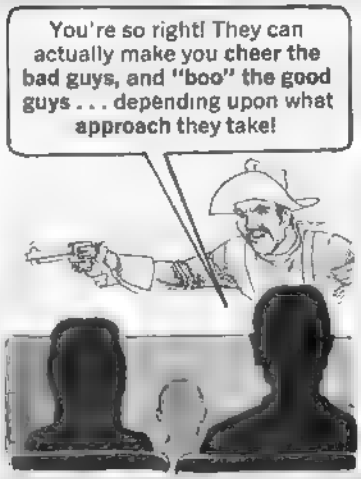
What's the audience laughing at? The guy on the screen just got his head bashed in! What kind of sense of humor laughs at other people's misfortunes?
HA HA
HA HA
Pardon me . . .
OOOPS!
AAAA
HA HA
Oh, Mildred—I must tell you! I just saw the most wonderful picture!
MOLLY'S FOLLY
BETH McLUSE ALBERT SCOT
I have never enjoyed any picture the way that I enjoyed this one!
Every moment of it was a sheer delight—pure ecstasy—just heaven!
I cried like a baby through the whole thing!
Looks awfully crowded!
Wait! I see two seats—in there!
EXIT
Pardon us!
OUCH!
Pardon us!
OWW!
Excuse us!
GRUNT!
Pardon us!
OUCH!
Let's see . . . that's five dollars for the baby-sitter, a dollar to park the car—
HA HA HA
Four dollars for the tickets, three dollars more for the after-theatre snack! That's five and one make six and four make ten, and three—
HA HA
Will you relax!? Will you unbend a little!? This is your only night out, and it's a funny picture—so laugh it up!
HA HA
Who can laugh under these circumstances?! The way I figure it, it's costing me ninety cents a chuckle!
HA HA



What a marvelous picture! Those love scenes in the forest were sensational!

Yeah—but those love scenes in the balcony were disgusting!!

It's amazing what Hollywood can do with your emotions and loyalties!

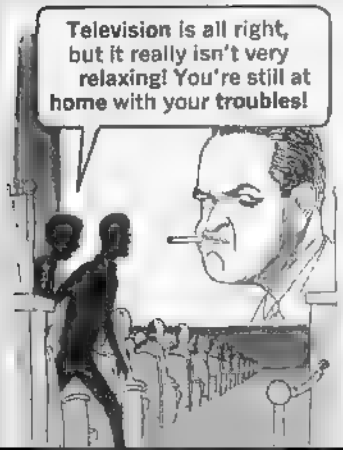

You're so right! They can actually make you cheer the bad guys, and "boo" the good guys . . . depending upon what approach they take!

YAY! HERE COMES THE U.S. CAVALRY!!
MASSACRE THEM INDIAN FINKS!
KILL THE DIRTY REDSKINS!

EXIT

What a disappointment!
PREMIERE $2
SHOW CASE
SAME OLD THEATER
SAME OLD MOVIE
BRAND NEW PRICE

It was exactly like the book!!


Television is all right, but it really isn't very relaxing! You're still at home with your troubles!

On the other hand, a movie is a complete change of scene! It's a total escape! It helps you relax and forget all your troubles! When you see a movie, you forget everything!

You're so right!

Mainly, you forgot your shoes!!

STIFLING A YARN DEPT.

In order to be remembered and retold through the years, a story must be either fascinating, interesting, amusing, engrossing, intriguing—or all of these things. In an effort to render its usual public service, MAD now presents the following stories . . . which are none of these!

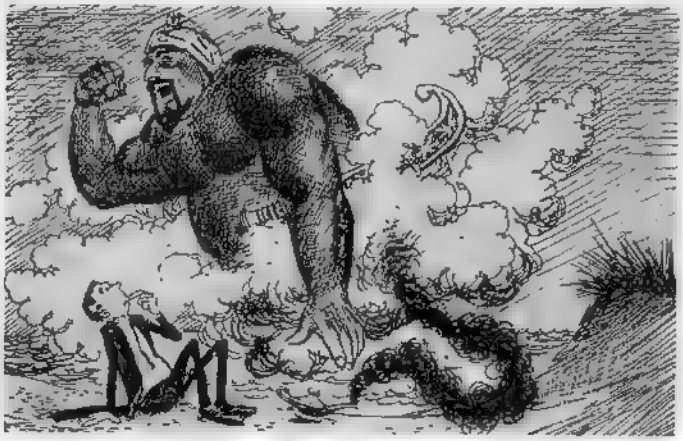
twisted MAD tales for twisted mad readers

ARTIST: GEORGE WOODBRIDGE
WRITER: JIM MILDON

THE GENIE IN THE LAMP

When his father died, Arnold became the sole support of his mother, six sisters and five brothers. He worked 16 hours a day every day of the week besides attending school, which is compulsory for a boy of 15.

One day, as Arnold was walking along a deserted beach during some rare time off, his toe hit an old-looking, oddly-shaped lantern half buried in the sand. He picked it up and, on impulse, rubbed it softly.



Suddenly, billowing smoke streamed from the spout, and a giant genie followed it. He towered over the astonished boy, laughing deep in his throat. Then, the genie became serious. He picked up Arnold and held him between his huge thumb and forefinger.

"You summoned me from the lamp," he roared. "Now, are you going to grant me three wishes . . . or am I going to crush you to death?"

THE BIG TIPPER

The taxi screeched to a halt. Aaron Smeed threw his suitcases inside and dived after them.

"To the airport," he cried, "and hurry!"

While the cab lurched through traffic, Aaron got his money ready. He put the five dollar bill in his right pocket—for the cabby, and the hundred dollar bill in his left pocket—for the plane ticket. He looked at his watch anxiously. He was cutting it pretty close.

The taxi stopped and Aaron jumped out, juggling his luggage. He jammed a hand in his pocket and tossed the driver the bill, then ran for the ticket counter as the cab roared away.

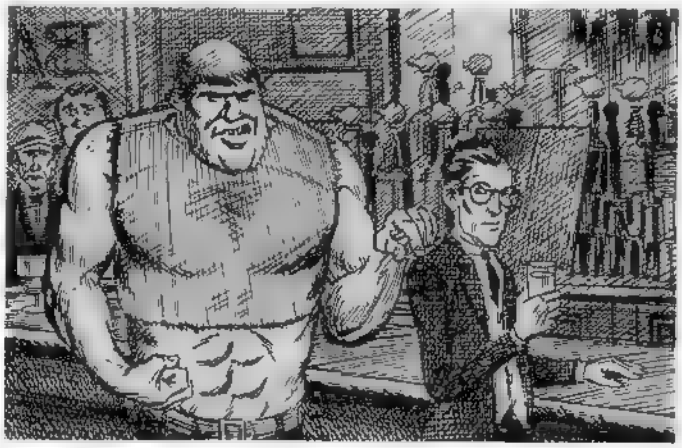
"Gee, what a generous guy," the cab driver said to himself as he drove back to town. "The fare was only $3.50, and he gave me a five dollar bill."

INCIDENT IN A BAR

The short, slim man walked into the bar and ordered a glass of milk. Few of the patrons paid him any mind, but those who did noticed a certain cat-like grace, a confidence of manner that seemed remarkable for a man so small.

The big guy at the other end of the bar looked mean. He was all muscle and weighed maybe 230 pounds. He slid off his stool and sauntered down behind the little guy.

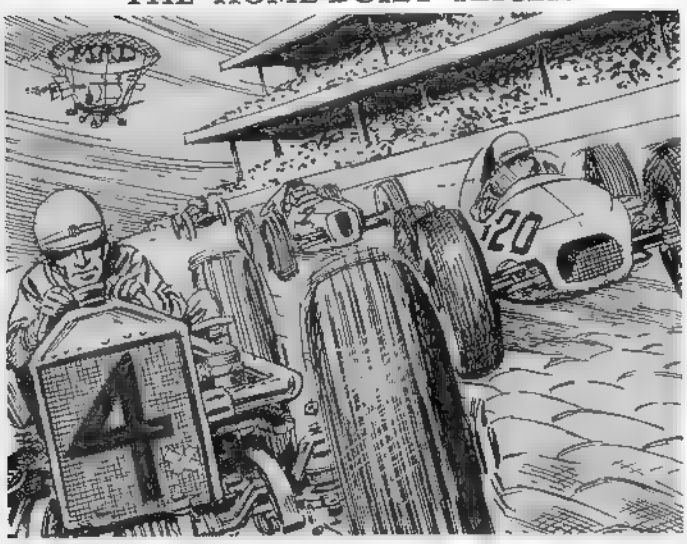
"Anybody who drinks milk in a bar is a fink!", he roared.



The little guy whirled around suddenly, shifting his weight to the balls of his feet. He woke up three weeks later in a hospital.

For the big guy was an expert at judo, karate and wrestling, and had once held the Heavyweight Championship of the Western States.

THE HOME-BUILT RACER



Seymour had an inferior car.

At least that's what the other drivers all thought. After all, every entry in the race except Seymour's was backed by one or more of the finest machine shops in the world, and each represented hundreds of thousands of dollars. How could a home-built racer stand a chance?

But Seymour knew that it took more than just money, machinery and mechanical know-how to win a race. There were human factors involved. And when the chips were down, qualities like stamina, determination, guts, foresight, judgment, skill, perserverance and the willingness to take a chance often spelled the difference between victory and defeat. A descendant in a long line of tough-minded individualists, Seymour had come prepared.

When the starting flag fell, Seymour pushed his foot to the floor. Throughout the whole race, he kept it there. Never wavering from his task, he challenged first this expensive behemoth, then that one. He took chances no other driver dared take. He never slackened his pace—until he roared across the finish line in last place.

For Seymour had an inferior car.

THE LAST SILVER DOLLAR

Frank was down to his last dollar. It had been his idea in the first place—the trip to Las Vegas for a "Second Honeymoon"—and now this had to happen. Marie, his wife, was still upstairs unpacking. She could hardly suspect that his stroll down for some fresh air had ended in total ruin for them over a dice table. The check he'd just written had accounted for everything they owned.

Frank looked up from his last silver dollar, and saw the slot machine. It was one of those super-duper-special-bonus jobs which paid $5000 for $1 to the player who lined up the right three symbols. That was almost exactly how much he'd just lost. With a little luck . . .

Hands trembling, Frank inserted the dollar and pulled the handle. If he didn't win, he would lose his business—his wife would divorce him—his children would hate him—and everyone else would despise him.

The reels clicked to a stop with a bell—a cherry—and an orange.

So he did—and she did—and they did—and everyone else did.

THE RECLUSE

Everyone felt sorry for the poor old man who lived in the weather-beaten house on the corner, even though he wasn't very sociable. In fact, he only opened the door once a month to receive groceries, for which he paid exactly $2.50, enough for three pounds of rice, a few cans of sardines and some dried apricots. But when he opened the door to get these pitiful supplies, neighbors glimpsed the wretched clothes he wore and the unkempt condition of the rooms behind him, and they couldn't help but feel sympathetic.

Then, one month, the old man didn't answer the grocery delivery boy's knock. Someone phoned for help. The police came and found him lying in a mildewed cot surrounded by piles of litter and junk. A doctor pronounced the old man dead of malnutrition.

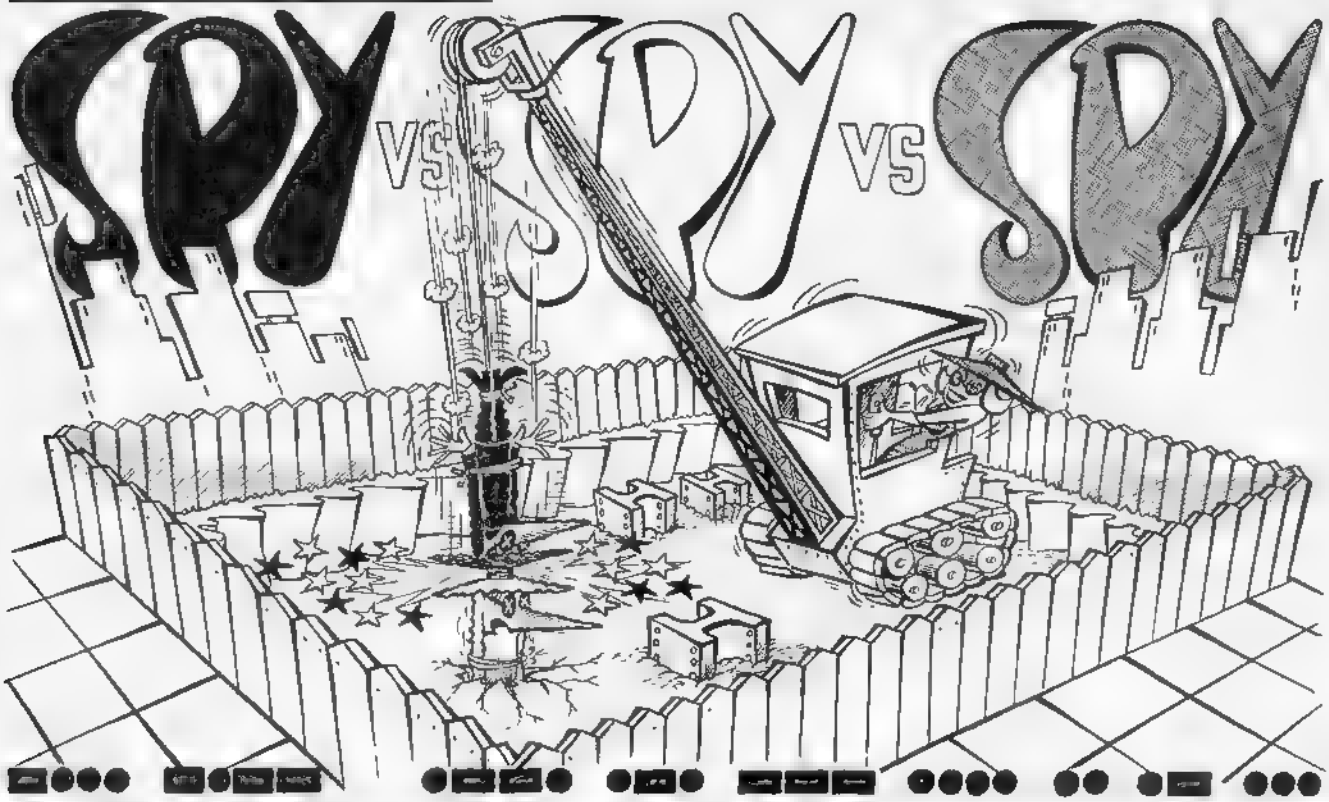
Afterwards, the police searched for a clue to any relatives they should notify. Just as they were about to give up sifting through old magazines and newspapers and bits of string and tin cans, an officer noticed a loose board in the floor.

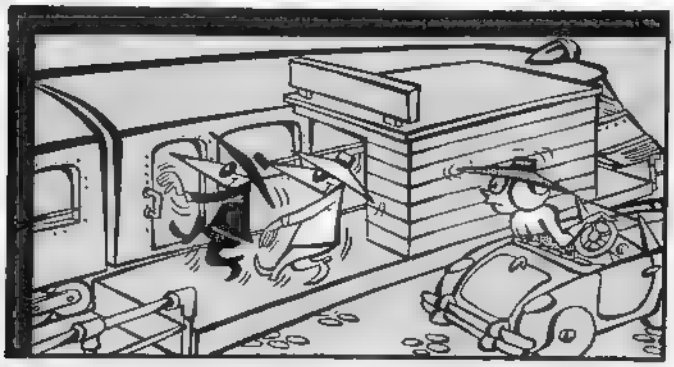
"Hey," he called, "look at this!" He pulled away the board, stuck his arm into the dark hole, and extracted a small, black, dog-eared bank book. He opened it slowly.

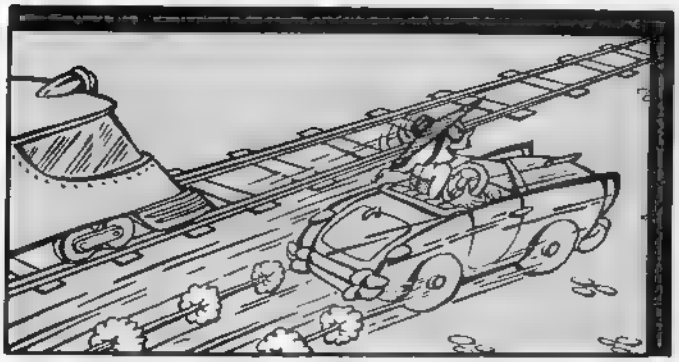
"Well I'll be switched!" he said, and passed it to the next man. Each in turn took the book, read, and muttered incredulously.

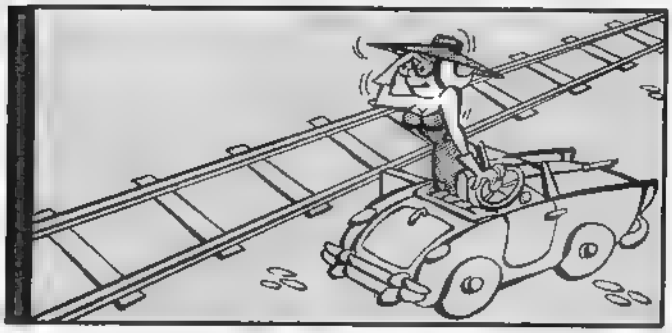
For there, carefully lettered on the page left after the last withdrawal had been made and the book cancelled, was a recipe for rice, sardine and dried apricot casserole.

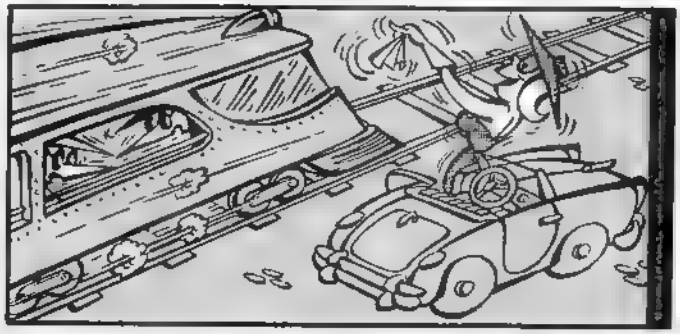
JOKE AND DAGGER DEPT. PART II









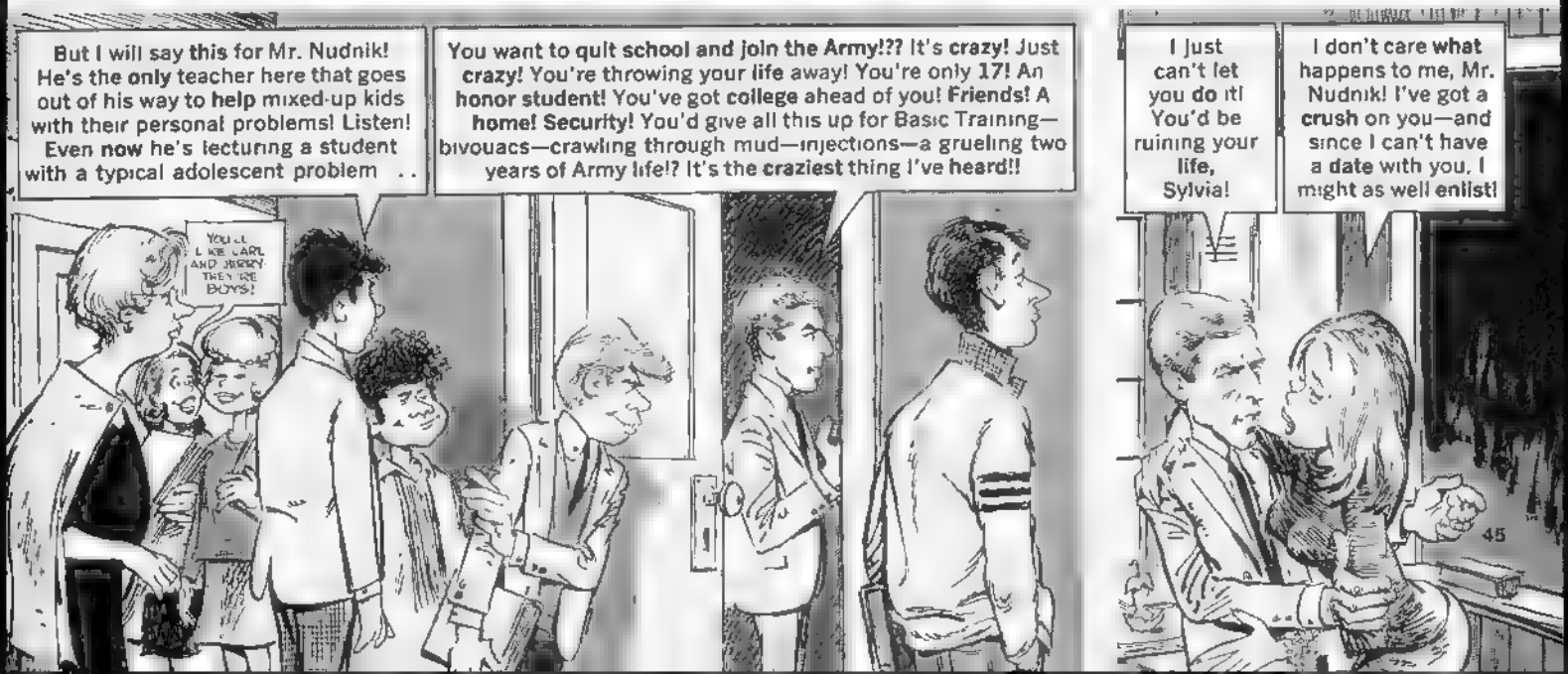


HOME SWEET HOMEROOM DEPT.

First came dedicated young doctors. Then came dedicated young lawyers. Now let us take a look at the TV show about a young teacher who is so dedicated, so idealistic, so eager that he makes a nuisance of himself. In fact, around Jeffyson High School, he is affectionately known as . . .

MR. NUDNIK

ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN



All right, class! That's enough silliness! Let's get down to work! Your homework assignment is on the board. As you can see, I made it lighter than usual, due to the fact that there's also a test tomorrow . .

Homework assignment This is all due Tomorrow
1. Read the Encyclopedia Britannica (Volumes 1-14)
2. Memorize KEATS (Everything he wrote from age 12-26)
3. Write a critique of Dickens' "TWIST" (That crazy dance he did in English Pubs)
Term Report
"17th Century Scottish Authors and their quills"
Field Trip
Visit the British Museum
Write a report on it!

What a taskmaster!

What a fanatic!

Oh, no! he must be kidding!

Just look at that homework assignment!

And I wish you teachers wouldn't comment on my Homework Assignments! You're frightening my students! Just because you're all lazy and you give easy homework is no reason why you have to come into my class room every day and ridicule mine!

All right, class! Down to work! I think we should review last week's College Entrance Exams. The first question was a Math problem. Will you please read it aloud, Sheldon?

If 79,000 square boards 8 inches wide and 2 inches thick were placed one on top of another, how high above sea level would they reach?

Good! And what was your answer, Sheldon?

Up to the sky!

No! No! You've got to be more specific! A lot of colleges might not accept that! What was your answer, Estelle?

Like how high is it above sea level?
Where weeds and mist and waves
Break against a crazy rocky shore?
Where drifters and dreamers and surfers
Sob and bob and throb forevermore?
If 79,000 boards are like square,
It means depression and misery
And oceans of despair.

Like despair that only a love will awaken,
A love that will not leave me forsaken;
A love not for a Brando, a Burton or Glick;
But a love for a teacher—
A cool crazy teacher—
Like a love for a nudnik named Nudnik
Like my love for you, Mr. Nudnik
For you . . . For you . . For you!

This is ridiculous! This whole "crush on teacher" business has got to stop—before it gets out of hand! Now, let's see how far this thing has gone. Will all those who have a crush on me please stand . . .

That's—let's see—Fifteen girls . . . four boys . . . and the Janitor! Hmmm!

It HAS gotten out of hand!!

All right—I'm taking all of you with crushes on me down to the Principal's office! You'll march in size place—according to the size of the crush! Little crushes in front, tremendous crushes in back!

I REALLY LOVE HIM

There's Mr. Vay, now—talking to the Assistant Principal, Miss Paganini. Just look at him . . . he has "patience" and "wisdom" written all over him!

Uh yes, what is it, Miss Paganini?

Pardon me, Mr Vay—but I think I ought to brush off the back of your coat. You have "patience" and "wisdom" written all over you!

GRADE ADVISOR

GRADE ADVISOR ADVISOR

PATIENCE WISDOM PATIENCE WISDOM

Oh—uh—oh, yes! Probably a Halloween prank by one of our "problem" students.

Uh—now isn't that Mr. Nudnik coming? I wonder what he wants this time! He's constantly pestering me! He's such a nudnik, that Nudnik—always involved in some ridiculous student problem!

Mr. Vay—you may not believe this, but I'm involved in some ridiculous student problem!

VAY

Yes, ridiculous to you, but not to me! I'm dedicated, sir—dedicated to helping all the mixed-up kids here at Jeffyson High. And, boy, is this group mixed up! Sylvia, here, has threatened to join the Army if I don't date her! Estelle answered a math problem with a Beatnik love poem! And these others all have crushes on me! They all need help!! They're sick!

They're not sick— They're just— in— love!

I—uh—admire your—uh—er—spirit and—uh—your persistence, Mr. Nudnik!! But there is a problem—uh—here at Jeffyson High—uh—that is—which is more—uh—much more—uh—important . . .

Mainly, there's a Principal—uh—here who needs Speech Correction very badly!

Why, I wonder, do they have me speaking this way every week? I certainly didn't hem and haw like this in "Executive Suite" or "Parrish"! Hmmmm . . .

I think YOU are the cause of my speech difficulties, Nudnik! Every—uh—week you get more absurd with these stupid problems! Just take a look at the record!!

In your "Get Acquainted Year" at Jeffyson High, here are the problems you brought me. 8 students who cheated on tests, 5 who assaulted you, 3 who tried to bribe you, 198 who were tardy, 1 who stole hubcaps, a Sioux Indian who took off on Jewish Holidays, a girl who wanted to marry her lunchbox, and several with problems we could not even present on television!!!

Take a hint from me, Nudnik! Your idealism and—uh—dedication are fine, but it's getting out of hand! You are making enemies! See that crowd out on the Football Field . . . ?

Yes, yes, I do! I do see them! What is it—a pep rally?

No—uh—those are all angry parents who have come to see you! They claim you've, in some way, interfered in—or disturbed their child's life! Here comes one of them now!

Why are you always **picking** on my boy? Ever since the term began, you haven't left him **alone**! You **pester** him, **badger** him, **annoy** him, make him apply himself to your **idealistic projects**, never make it **easy** for him! He's **cracking up** from you! He's having a **breakdown**!

Yes, well, I'm very sorry, Ma'am! Who **IS** your son?

Why **THIS** is my son! **Mr. Vay!!** This is **my son . . . the Principal!!**

So from now on, solve your **own** problems—and leave my boy **alone**!

All right, class—simmer down! Let's start today's assignment—17th Century English Literature! Will you tell us about it—er—how about that **rude** boy with his **feet** on the desk? Mainly—with his **feet** on the **teacher's desk**! Will you tell us about it, Bronco?

Tell you about **what**, Teach?

Shakespeare! Did you read Shakespeare?

I dunno! Who **wrote** it?

No-no, Bronco! **Shakespeare** was a **writer**! Don't you know that Shakespeare wrote **Hamlet** and **Macbeth**?

Oh, really? Did they ever **answer** his letters?

All right, Bronco! That's **enough** impertinence! I've **HAD it**! Not only are you insolent and rude, but you've got **funnier lines** than I have! Pick up your things and leave the school! You're **expelled!!**

Sorry, Teach—but you **can't** expel me! I've got too much **power** here at Jeffyson! Not only am I a star **football player**, but my **Grandfather founded** the school, my **Uncle** is an **influential alumnus**, my **Cousin** is a **Congressman**, my **Pa** is **rich**, and my **Ma** is **good-lookin'**! Fish are **jumpin'** and the **cotton** is **high** . . .

Bronco, are you **threatening** me? **Me?!** Idealistic, dedicated **ME!?**

. . . and mainly, my **Brother** is the **sponsor** of this TV show!

Sit down, Bronc, 'ol buddy! Put your feet back on my **desk**! Make yourself **comfortable**! So you didn't do your **assignment**, eh? Well, **let's forget** about it!

Mr. Nudnik!! How can you **do** that? Where's your **integrity**? Your **idealism**? Your **dedication**?

Listen, kids! Let's get this straight! I'm a **TV** teacher, not a **real** teacher! Playing dedicated, idealistic roles is what **sells** on TV today! Take my friends Vince Edwards, Dick Chamberlain and Robert Reed! You know how much **loot** these guys are making playing **dedicated doctors** and **idealistic lawyers**? Counting **re-runs** and **residuals**? Millions, you hear? **Millions!!** You think I want to give all **that** up? You think I'm **crazy??**

So your Brother is the **sponsor** of this show, eh, Bronc?

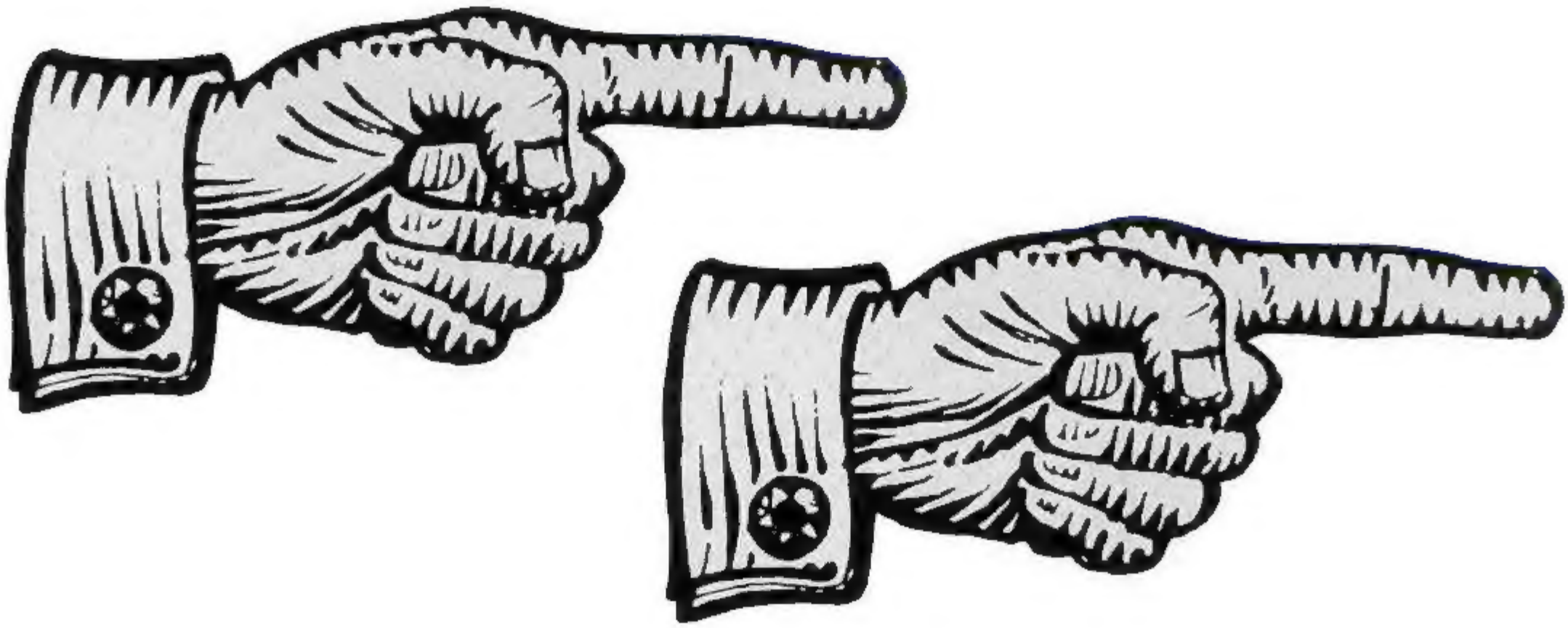
Now, about your **Final Exam** mark! How would you like a **90**? Er—**93**?

95!!

98???

Nothing to see here!

Please skip ahead.



THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

MAD FOLD-IN

Ever since Castro's revolution in Cuba, the United States has been taking a beating. Now, whenever trouble erupts in neighboring South American countries, they blame years of U.S. exploitation for all their ills. But there is another reason for the wretched poverty of 99% of the people of South America. Fold page in and discover...

FOLD IN PAGE LIKE THIS

WHAT'S REALLY BEHIND SOUTH AMERICAN UNREST

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

THE GROWING NUMBER OF VIOLENT ANTI-U.S. RIOTS PRESENTS A REAL PROBLEM IN KEEPING THE PEACE IN POVERTY-STRICKEN COUNTRIES OF SOUTH AMERICA. LATIN LEADERS CITE U.S. EXPLOITATION AS THE CAUSE.

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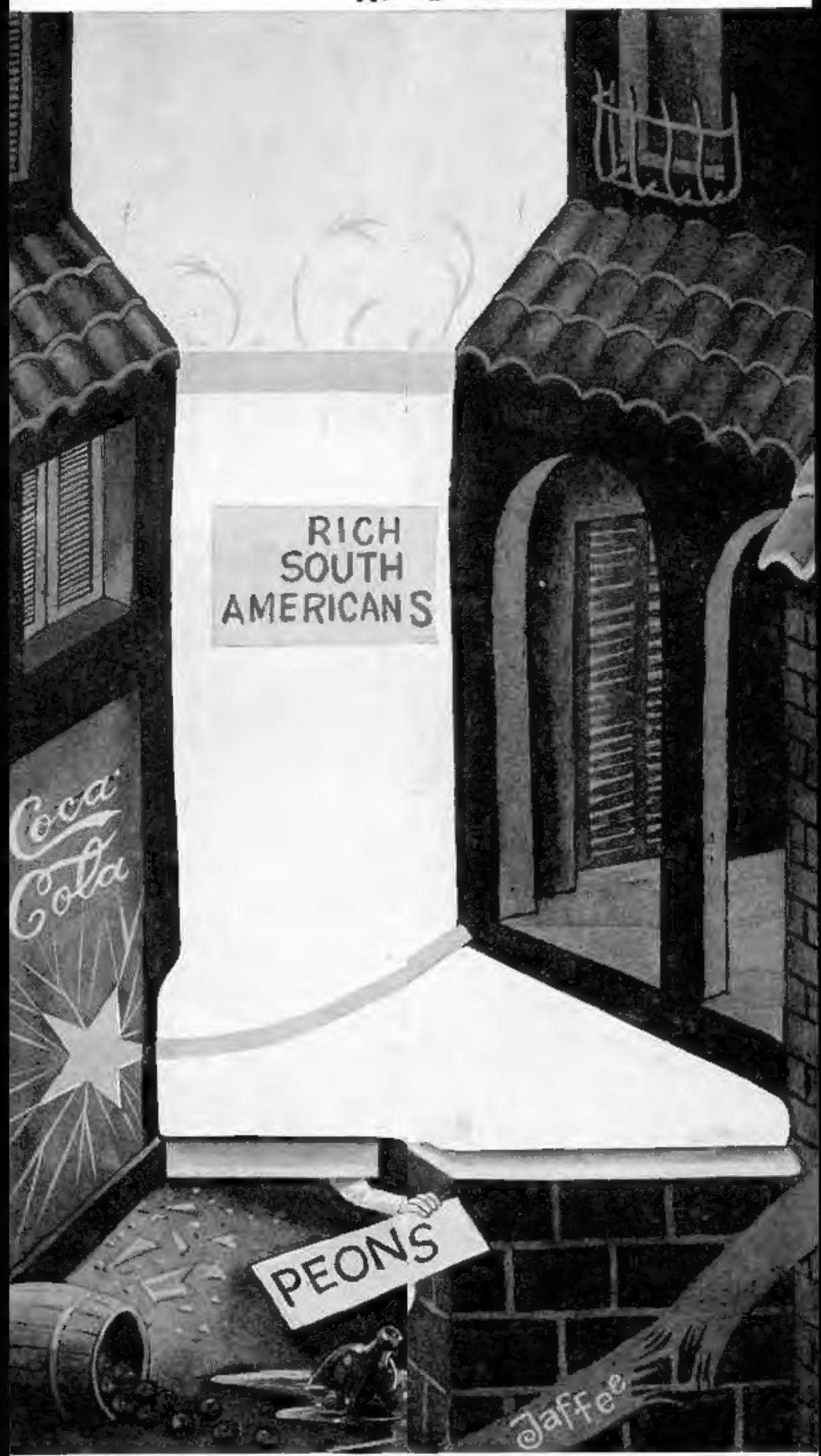

THE REAL
PROBLEM IN SOUTH AMERICA.

SELF-PORTRAIT

WRITER & ARTIST: AL JAFFEE